

## Smartphone Shipments on the Rise in EMA

Written by Marco Attard  
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EMEA is at the second place when it comes to WW regional shares, accounting for 32% of worldwide shipments, with 32.6m units-- showing 67% Y-o-Y growth, Canalys says.

Meanwhile overall smartphone shipments grow by 83% Y-o-Y, reaching 101m units for Q1 2011.

### Worldwide smart phone market

#### Regional shares Q1 2011, Q1 2010

| Region                         | Q1 2011<br>shipments<br>(million) | % share | Q1 2010<br>shipments<br>(million) | % share | Q1'10 |
|--------------------------------|-----------------------------------|---------|-----------------------------------|---------|-------|
| Total                          | 101.0                             | 100%    | 55.2                              | 100%    |       |
| Asia Pacific                   | 37.3                              | 37%     | 18.8                              | 34%     |       |
| Europe, Middle East and Africa | 32.6                              | 32%     | 19.6                              | 35%     |       |
| North America                  | 24.7                              | 24%     | 13.3                              | 24%     |       |
| Latin America                  | 6.5                               | 6%      | 3.5                               | 6%      |       |

Note: rounding errors may occur

Source: Canalys estimates, © Canalys 2011

Nokia retains its position as WW market leader, shipping 24.2m units (with 13% Y-o-Y growth), but is under strain from vendors selling Android-carrying smartphones. Canalys says Samsung's mid-tier priced Wave smartphones have good uptake in France, the UK and Germany.

Following Nokia in smartphone shipments are Apple, RIM, Samsung and HTC-- same as Q4 2010. RIM however continues losing market share, as it awaits its portfolio refresh (due to its

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focusing on launching the Playbook tablet).

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