

Smartphones Taking Over Mobile Market

Written by Marco Attard
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The WW mobile device market totals 427.8m units for Q1 2011 with 19% Y-o-Y growth, according to Gartner-- a market where the smartphone segment continues to grow rapidly to soon outpace the rest.

Smartphones account for 23.6% of the mobile device market in Q1 2011, growing by 85% Y-o-Y-- and it will only continue growing further, thanks to competitive mid-tier models which Gartner predicts will drive the smartphones towards mass adoption.

Nokia retains its position as WW mobile device market's leading vendor-- even if its market share (of 25.1%) is at its lowest since 1997 after losing 5.5% market share Y-o-Y. Gartner predicts it will aggressively lower ASPs further in order to maintain Symbian device shipments before its first Windows Phone 7 models start hitting the market.

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Worldwide Mobile Terminal Sales to End Users in 1Q11 (Thousands of Units)

Company	1Q11 Units	1Q11 Market Share (%)	1Q10 Units	1Q10 Market Share (%)
Nokia	107,556.1	25.1	110,105.4	30.6
Samsung	68,782.0	16.1	64,897.1	18.0
LG	23,997.2	5.6	27,190.1	7.6
Apple	16,883.2	3.9	8,270.1	2.3
RIM	13,004.0	3.0	10,752.5	3.0
ZTE	9,826.8	2.3	6,104.3	1.7
HTC	9,313.5	2.2	3,378.4	0.9
Motorola	8,789.7	2.1	9,574.5	2.7
Sony Ericsson	7,919.4	1.9	9,865.7	2.7
Huawei Technologies Co. Ltd.	7,002.9	1.6	5,236.1	1.5
Others	154,770.9	36.2	104,230.3	29.0
Total	427,846	100.0	359,605	100.0

Source: Gartner (May 2011)

[Gartner Says 428 Million Mobile Communication Devices Sold Worldwide in Q1 2011, up from 360 million in Q1 2010](#)