

Gartner: Samsung and Apple Dominate Smartphones

Written by Marco Attard
24. August 2012

Global mobile phone demand slows down in Q2 2012 according to Gartner, as WW sales decline by -2.3% Y-o-Y to reach 419 million units due to current economic woes and customers preferring to wait for high-profile device launches.

Declining feature phone demand also weakens the overall mobile market, even if smartphone sales grow by 42.7% Y-o-Y in the quarter.

Smartphones account for 36.7% of the total Q2 2012 mobile market.

"High-profile smartphone launches from key manufacturers such as the anticipated Apple iPhone 5, along with Chinese manufacturers pushing 3G and preparing for major device launches H2 2012, will drive the smartphone market upward. However, feature phones will continue to see pressure," Gartner says.

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Worldwide Mobile Device Sales to End Users by Vendor in 2Q12 (Thousands of Units)

Company	2Q12 Units	2Q12 Market Share (%)	2Q11 Units	2Q11 Market Share (%)
Samsung	90,432.1	21.6	69,827.6	16.3
Nokia	83,420.1	19.9	97,869.3	22.8
Apple	28,935.0	6.9	19,628.8	4.6
ZTE	17,936.4	4.3	13,070.2	3.0
LG Electronics	14,345.4	3.4	24,420.8	5.7
Huawei Device	10,894.2	2.6	9,026.1	2.1
TCL Communications	9,355.7	2.2	7,938.9	1.9
HTC	9,301.2	2.2	11,016.1	2.6
Motorola	9,163.2	2.2	10,221.4	2.4
Research In Motion	7,991.2	1.9	12,652.3	3.0
Others	137,233.4	32.8	152,989.70	35.7
Total	419,007.90	100.0	428,661.15	100.0

Source: Gartner (August 2012)

[Gartner Mobile Devices MW Q2 2012 Report](#)