

Gartner: Samsung Dominates Mobile Market

Written by Marco Attard
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Global Q3 2012 mobile phone sales to end users drop by -3.1% Y-o-Y to total around 428 million units Gartner reports-- with smartphones accounting for 36% of sales with 46.9% Y-o-Y growth.

Despite the decline, Gartner points out a number of "positive signs" for the market during Q3 2012. Demand is improving in both emerging and mature market (as seen through Q-o-Q growth), with new devices driving replacement sales.

Samsung leads the overall mobile market, with sales reaching 98m units with 18.6% Y-o-Y growth and 22.9% market share thanks to strong Galaxy smartphone demand. Meanwhile former leader Nokia slips further with 19.2% mobile market share and sales dropping by -21.9% market share to 82.3m units (still an improvement from earlier Gartner estimates due to increased Asha series sales).

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Worldwide Mobile Device Sales to End Users by Vendor in 3Q12 (Thousands of Units)

Company	3Q12 Units	3Q12 Market Share (%)	3Q11 Units	3Q11 Market Share (%)
Samsung	97,956.8	22.9	82,612.2	18.7
Nokia	82,300.6	19.2	105,353.5	23.9
Apple	23,550.3	5.5	17,295.3	3.9
ZTE	16,654.2	3.9	14,107.8	3.2
LG Electronics	13,968.8	3.3	21,014.6	4.8
Huawei Device	11,918.9	2.8	10,668.2	2.4
TCL Communication	9,326.7	2.2	9,004.7	2.0
Research in Motion	8,946.8	2.1	12,701.1	2.9
Motorola	8,562.7	2.0	11,182.7	2.5
HTC	8,428.6	2.0	12,099.9	2.7
Others	146,115.1	34.2	145,462.2	32.9
Total	427,729.5	100.0	441,502.2	100.0

Source: Gartner (November 2012)

[Gartner Mobile Phone Market Tracker Q3 2012](#)