

Smartphone Marketshare on the Rise

Written by Marco Attard
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IDC expects the W.W. smartphone market to grow by 49.2% in 2011 as both consumer and enterprise sectors replace their feature phones for something a bit more advanced.

Worldwide Smartphone Operating System 2011 and 2015 Market Share and 2011-2015 CAGR (listed alphabetically)

Operating System	2011 Market Share	2015 Market Share	2011-2015 CAGR
Android	39.5%	45.4%	23.8%
BlackBerry	14.9%	13.7%	17.1%
iOS	15.7%	15.3%	18.8%
Symbian	20.9%	0.2%	-65.0%
Windows Phone 7/Windows Mobile	5.5%	20.9%	67.1%
Others	3.5%	4.6%	28.0%
Total	100.0%	100.0%	19.6%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, March 29, 2011

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In total, the analyst predicts vendors will ship more than 450m smartphones this year (compared to 2010's 303.4m), with the market growing 4 times faster than the overall mobile phone market.

Android is set to rule over the smartphone OS market in 2011 as vendors broaden and deepen their Android phone portfolios, reaching to first-time smartphone users in particular. Its estimated market share for this year will reach 39.5% according to IDC.

Following Android in W.W. mobile OS marketshare for 2011 are iOS (15.7%) and Blackberry (14.9%). For the next 4 years, Windows Phone 7 is expected to grow rapidly, thanks to Microsoft's alliance with Nokia-- IDC predicts Microsoft's OS will have 20.9% market share by 2015, as Nokia-Microsoft hardware starts launching in 2012.

Go [IDC Forecasts W.W. Smartphone Market to Grow by Nearly 50% in 2011](#)