

Android grew strongly in many markets

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Statistics were collected by Kantar within 3 months and ended on 7/2014. Accordingly, in the large US market, Android increased by 11.4% compared to the same period last year and now accounts for 62.9% market share of mobile operating system in this country. Meanwhile, iOS has dropped by 11.8% and currently only accounts for 30.9% (*equal to half compared to Android*).

Smartphone OS Sales Share (%)

Germany	3 m/e July 2013	3 m/e July 2014	% pt. Change	USA	3 m/e July 2013	3 m/e July 2014	% pt. Change
Android	78.6	82.4	3.8	Android	51.5	62.9	11.4
iOS	10.7	9.5	-1.2	iOS	42.7	30.9	-11.8
Windows	8.1	6.1	-2.0	Windows	3.8	3.9	0.1
Other	2.6	2.0	-0.6	Other	2.0	2.3	0.3
GB	3 m/e July 2013	3 m/e July 2014	% pt. Change	China	3 m/e July 2013	3 m/e July 2014	% pt. Change
Android	57.0	59.5	2.5	Android	76.2	84.6	8.4
iOS	29.4	28.6	-0.8	iOS	18.8	13.2	-5.6
Windows	7.1	9.9	2.8	Windows	2.3	0.8	-1.5
Other	6.6	1.9	-4.7	Other	2.7	1.4	-1.3
France	3 m/e July 2013	3 m/e July 2014	% pt. Change	Australia	3 m/e July 2013	3 m/e July 2014	% pt. Change
Android	66.3	75.0	8.7	Android	63.4	66.5	3.1
iOS	13.9	14.3	0.4	iOS	26.9	27.0	0.1
Windows	11.0	8.7	-2.3	Windows	6.7	5.7	-1.0
Other	8.8	2.0	-6.8	Other	3.0	0.8	-2.2
Italy	3 m/e July 2013	3 m/e July 2014	% pt. Change	Mexico	3 m/e July 2013	3 m/e July 2014	% pt. Change
Android	71.5	74.0	2.5	Android	63.0	80.6	17.6
iOS	15.9	11.0	-4.9	iOS	9.2	4.6	-4.6
Windows	7.9	13.0	5.1	Windows	9.5	5.9	-3.6
Other	4.7	2.0	-2.7	Other	18.3	8.9	-9.4
Spain	3 m/e July 2013	3 m/e July 2014	% pt. Change	EU5	3 m/e July 2013	3 m/e July 2014	% pt. Change
Android	90.4	87.5	-2.9	Android	71.1	75.1	4.0
iOS	5.8	6.2	0.4	iOS	16.1	14.5	-1.6
Windows	1.6	4.8	3.2	Windows	7.6	8.5	0.9
Other	2.2	1.5	-0.7	Other	5.2	1.9	-3.3

The growth of Android in other fish markets in 3 months (*according to statistics*) is also very impressive. In particular, in the Mexican market, Android currently accounts for 80.6% market share (*up 17.6%*), this figure in China is 84.6% (*up 8.4%*). In contrast to Android, iOS and Windows Phone fell 5.6% and 1.5%, respectively.

The explanation of the reason for the strong growth of Android in the Asian market in the past Kantar said that it is due to the growth of market share of indigenous handset manufacturers such as Xiaomi and Huawei (*accounting for 31, 6% market share of Chinese market*). Not only that, this trend is showing signs of spreading to international markets other than China.

However, it must be acknowledged the fact that not all local producers have achieved the same success as the two companies. Typically, names like ZTE, Lenovo, and Oppo have been constantly losing market share in the past.

In the other 5 major markets in Europe are Germany, England, France, Italy and Spain, the average Android growth is about 4% (*a figure is quite impressive for markets with signs of saturation as in Europe*). Part of this increase is due to Samsung's success when in the UK alone, Galaxy S5 accounts for 11.5% of all smartphone sales sold, thereby becoming the best-selling phone. in this market. Windows Phone also showed steady growth in key markets (*especially in Europe*) with the arrival of phones such as Lumia 630 and 930.

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