

Android market share reached a record of over 80% in 3Q13

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Periodically, in November every year, market research firm IDC brings a panoramic view of the mobile market in the third quarter through a report on market share and growth of mobile platforms.

Accordingly, Android still holds the throne with 81% market share, iOS and Windows Phone far behind with 12.9% and 3.6% market share respectively. In particular, in these 3 platforms, only iOS has lost market share, while Android and Windows Phone have increased. This is also the first time that Android has reached over 80% - an impressive number that has never had any platform before. In the lower part of the statistics table, BlackBerry OS still holds 1.7% of the market part.

Top Four Operating Systems, Shipments, and Market Share, Q3 2013 (Units in Millions)

Operating System	3Q13 Shipment Volumes	3Q13 Market Share	3Q12 Shipment Volumes	3Q12 Market Share	Year-Over-Year Change
Android	211.6	81.0%	139.9	74.9%	51.3%
iOS	33.8	12.9%	26.9	14.4%	25.6%
Windows Phone	9.5	3.6%	3.7	2.0%	156.0%
BlackBerry	4.5	1.7%	7.7	4.1%	-41.6%
Others	1.7	0.6%	8.4	4.5%	-80.1%
Total	261.1	100.0%	186.7	100.0%	39.9%

Explanation of Android and Windows Phone has boomed. Experts say this has been a huge success thanks to OEMs such as Samsung and Nokia. Besides, cheap Android and Windows Phone smartphones are also an indispensable part.

Apple is losing market share is a rare thing, but this is quite understandable when the expansion of Android is too large. At the same time, Apple products have recently been at fault as well as there are not many breakthroughs in the context of rival firms that are pushing 'arms race'.

Along with the report, IDC experts said, the segment of big screen smartphones and cheap smartphones will be the trend in the future. And they said that if Apple developed phablet, the market share of the Apple house would increase in the next quarters.

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