

Kantar's new statistics show that WP is showing signs of recovery

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Information said, in England Windows Phone is currently at 9.9% while in Italy, this operating system surpassed IOS with 13%. For Spain, Windows Phone market share is still very good with 4.8% compared to 7.5% of the previous months.

However, revenue has decreased slightly in the French and German markets; This problem may lie in the Nokia Lumia 930 lacking the necessary traction, especially in the German market, which has always been at the forefront of high-end smartphones running Windows Phones.

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 | EUS | 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 |

In addition, some markets such as Australia and EU are also experiencing a slight increase. The most favored Microsoft market is the US currently 3.9%.

Overall, in the European market, Windows Phone has an increase of 8.5% while iOS is down 1.6%.

This is a good sign for Microsoft, showing the impact of new devices released in the past two months. And it seems that Windows Phone has finally overcome the tight turnaround in the spring.

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