

28 August 2014**Xiaomi surges ahead but not all Chinese manufacturers share success**

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to July 2014, shows Chinese manufacturer Xiaomi has continued its reign over the Chinese market, holding on to the top spot with ease for the fourth consecutive month. It boasts an astounding 31.6% share of the urban Chinese market, followed by Samsung and Huawei.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: "We have seen huge shifts in power in the Chinese smartphone market over the past year. Xiaomi has been the standout performer and Huawei has also seen excellent growth, while Coolpad has increased its share more modestly from 5.2% to 6.1% over the year. Considering the success of rapidly growing local brands in the Chinese market, it will be only a question of time before they seek further expansion internationally in a similar way to Huawei, and more recently Xiaomi". The same success however is not shared by all local brands such as ZTE, Lenovo and Oppo who have seen their shares come under real pressure recently.

Android has been instrumental to the success of Chinese brands, and also for smaller local European brands such as Wiko, which have helped grow Android's market leading share in Europe to 75.1%. Apple still retains second place with a 14.5% share of the market, while Windows takes third, accounting for 8.5%.

In Great Britain, Samsung's share of the market has been boosted from 32% to 36% compared with the same time last year. Samsung's success is mainly thanks to its new flagship handset – the Samsung Galaxy S5 – performing strongly. The Galaxy S5 was the best selling model in the UK in July, taking 11.5% of handset sales.

Sunnebo concludes: "It's becoming increasingly clear just how important Samsung's existing customers are to driving new sales. Some 52% of customers who bought a Samsung Galaxy S5 in Great Britain had previously owned a Samsung model, while 20% were previous Apple owners, and 18% moved from HTC. Apple is very good at giving existing customers a reason to remain loyal to the brand and to upgrade to new models when released. Samsung is becoming increasingly adept at employing the same tactic."

*The big five European markets includes UK, Germany, France, Italy and Spain.

Ends

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

About Kantar Worldpanel ComTech's Smartphone OS market share data

Kantar Worldpanel ComTech's smartphone OS market share data provides the media and businesses with access to the most up to date sales market share figures for the major smartphone OS.

This information is based on the research extracted from the Kantar Worldpanel ComTech global consumer panel. ComTech is the largest continuous research consumer mobile phone tracking panel of its kind in the world, conducting over one million interviews per year in Europe alone. ComTech tracks mobile phone behaviour, including purchasing of phones, mobile phone bills/airtime, source of purchase and phone usage and delivers beyond market share tracking to understand drivers of share changes, market dynamics through consumer insight - the data included in this release is excluding enterprise sales

About Kantar Worldpanel

Kantar Worldpanel is the world leader in consumer knowledge and insights based on continuous consumer panels. Its **High Definition Inspiration™** approach combines market monitoring, advanced analytics and tailored market research solutions to deliver both the big picture and the fine detail that inspire successful actions by its clients. Kantar Worldpanel's expertise about what people buy or use – and why – has become the market currency for brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,000, and services covering more than 50 countries directly or through partners, Kantar Worldpanel delivers High Definition Inspiration™ in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

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