

**29 October 2014**

### **Demand for iPhone 6 boosts Apple's sales**

The latest smartphone sales data from Kantar Worldpanel ComTech, for the three months to September 2014, shows that Android is continuing its dominance of the European\* OS market with a 73.9% share. Apple meanwhile holds the second highest share with 15.4%, while Windows stands in third with 9.2% of the market.

Dominic Sunnebo, strategic insight director at Kantar Worldpanel ComTech, comments: "Our latest data covers the first few days of the iPhone 6 and iPhone 6 Plus being available in Europe and it is clear that demand has been high for the eagerly awaited new models. In Great Britain, where the new iPhone models started shipping on 19 September, Apple saw its sales share up by 1.7% compared with the same period last year, taking share of iOS to 31%. Across the major European markets, where the new iPhone models were made available between the 19 and 26 September, initial sales of the new iPhone models have overwhelmingly been from existing iPhone owners (87%). This is not surprising as consumers who already own Apple products tend to remain loyal and are keen to get their hands on new models. Drawing in customers who are switching from competitor brands is more likely to happen once offers and promotions on the new iPhones start to kick-in.

"Apple has also experienced market share and volume increases across all major European markets, as well as in China and Australia, in part thanks to the launch of its new handsets. Across Europe's top five markets, the iPhone 6 has outsold the larger iPhone 6 Plus by five-to-one.

In the US, market competition has been reinvigorated with LG and Motorola increasing their shares. The recently launched LG G3 and Motorola Moto X are better positioned to compete with flagship products from Samsung and HTC. Smartphones sales grew 35% over the past year in the US. Despite Apple's share declining 3 percentage points in the three months ending in September, compared with the same period last year, it is clear that demand for the iPhone 6 has been very healthy.

In China, the world's largest smartphone market, local brand Xiaomi continues to dominate. Its Xiaomi Red Rice 1S and Xiaomi Rice Note models were the two top selling smartphones over the past three months helping it to secure a 30.3% share, followed by Samsung with an 18.4% share. Some 16% of smartphones sold in China over the past three months had a screen size of 5.5 inches or larger – a positive indicator that the iPhone 6 Plus, which will be released together with its smaller sibling in time for Chinese New Year, is likely to be successful in this market.

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

**Ends**

### Smartphone OS Sales Share (%)

Germany	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change	USA	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change
Android	77.9	79.2	1.3	Android	57.3	61.8	4.5
iOS	10.7	11.8	1.1	iOS	35.9	32.6	-3.3
Windows	8.5	7.1	-1.4	Windows	4.6	4.3	-0.3
Other	2.9	1.8	-1.1	Other	2.1	1.2	-0.9
GB	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change	China	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change
Android	55.5	58.2	2.7	Android	80.4	83.4	3.0
iOS	29.3	31.0	1.7	iOS	13.8	15.2	1.4
Windows	10.0	9.6	-0.4	Windows	3.2	0.4	-2.8
Other	5.2	1.2	-4.0	Other	2.6	1.0	-1.6
France	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change	Australia	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change
Android	68.2	72.7	4.5	Android	55.6	58.1	2.5
iOS	15.0	15.4	0.4	iOS	32.6	34.7	2.1
Windows	10.7	10.6	-0.1	Windows	9.3	6.2	-3.1
Other	6.1	1.2	-4.9	Other	2.5	1.0	-1.5
Italy	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change	Japan	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change
Android	71.6	71.8	0.2	Android	50.0	64.5	14.5
iOS	10.2	10.4	0.2	iOS	47.2	31.3	-15.9
Windows	13.7	15.2	1.5	Windows	0.7	0.9	0.2
Other	4.6	2.6	-2.0	Other	2.1	3.2	1.1
Spain	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change	EU5	3 m/e Sep 2013	3 m/e Sep 2014	% pt. Change
Android	89.5	90.4	0.9	Android	72.5	73.9	1.4
iOS	4.8	6.3	1.5	iOS	13.9	15.4	1.5
Windows	3.8	3.0	-0.8	Windows	9.4	9.2	-0.3
Other	1.9	0.3	-1.6	Other	4.2	1.5	-2.7

### 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 that inspire successful actions by its clients.

Kantar Worldpanel's expertise about what people buy or use – and why – is recognised by brand owners, retailers, market analysts and government organisations globally.

With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel helps brands grow in fields as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

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Kantar is the data investment management division of WPP and one of the world's largest insight, information and consultancy groups. By connecting the diverse talents of its 12 specialist companies, the group aims to become the pre-eminent provider of compelling and inspirational insights for the global business community. Its 27,000 employees work across 100 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies.

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