

Newsroom

Press Releases

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Gartner Says Smartphone Sales Surpassed One Billion Units in 2014

Smartphone Sales Represented Two-Thirds of Global Phone Market in 2014

In Fourth Quarter of 2014 Samsung Lost No. 1 Position to Apple in Global Smartphone Market

Worldwide sales of smartphones to end users had a record fourth quarter of 2014 with an increase of 29.9 percent from the fourth quarter of 2013 to reach 367.5 million units, according to Gartner, Inc. Samsung lost the No. 1 spot to Apple in the global smartphone market in the fourth quarter of 2014 (see Table 1). Samsung had been in the top spot since 2012.

In 2014, sales of smartphones to end users totaled 1.2 billion units, up 28.4 percent from 2013 (see Table 2) and represented two-thirds of global mobile phone sales.

"Samsung's performance in the smartphone market deteriorated further in the fourth quarter of 2014, when it lost nearly 10 percentage points in market share," said Anshul Gupta, principal research analyst at Gartner. "Samsung continues to struggle to control its falling smartphone share, which was at its highest in the third quarter of 2013. This downward trend shows that Samsung's share of profitable premium smartphone users has come under significant pressure."

"With Apple dominating the premium phone market and the Chinese vendors increasingly offering quality hardware at lower prices, it is through a solid ecosystem of apps, content and services unique to Samsung devices that Samsung can secure more loyalty and longer-term differentiation at the high end of the market," said Roberta Cozza, research director at Gartner.

Table 1

Worldwide Smartphone Sales to End Users by Vendor in 4Q14 (Thousands of Units)

Company	4Q14 Units	4Q14 Market Share (%)	4Q13 Units	4Q13 Market Share (%)
Apple	74,832	20.4	50,224	17.8
Samsung	73,032	19.9	83,317	29.5
Lenovo*	24,300	6.6	16,465	5.8
Huawei	21,038	5.7	16,057	5.7
Xiaomi	18,582	5.1	5,598	2.0
Others	155,701.6	42.4	111,204.3	39.3
Total	367,484.5	100.0	282,866.2	100.0

Source: Gartner (March 2015)

*The results for Lenovo include sales of mobile phones by Lenovo and Motorola.

Table 2

Worldwide Smartphone Sales to End Users by Vendor in 2014 (Thousands of Units)

Company	2014 Units	2014 Market Share (%)	2013 Units	2013 Market Share (%)
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Samsung	307,597	24.7	299,795	30.9
Apple	191,426	15.4	150,786	15.5
Lenovo*	81,416	6.5	57,424	5.9
Huawei	68,081	5.5	46,609	4.8
LG Electronics	57,661	4.6	46,432	4.8
Others	538,710	43.3	368,675	38.0
Total	1,244,890	100.0	969,721	100.0

Source: Gartner (March 2015)

*The results for Lenovo include sales of mobile phones by Lenovo and Motorola.

Apple: Apple reported its best quarter ever in the fourth quarter of 2014, which saw it sell 74.8 million units and move to the No. 1 position in the global smartphone market. Apple's first ever large-screen phones continued to see huge demand with sales in China and U.S., growing at 56 percent and 88 percent, respectively. Apple's strong ecosystem and its new iPhone 6 and iPhone 6 Plus drove strong replacements within the iOS base. These new smartphones also offered new users, who are looking for larger screen phones, a strong alternative to Android.

Lenovo: In the fourth quarter of 2014, Lenovo*, which includes sales of mobile phones by Lenovo and Motorola, moved to the No. 3 spot in the global smartphone market, reaching 6.6 percent market share and growing 47.6 percent year over year. Lenovo's sales of mobile phones in its home market, China, grew 7.8 percent in the fourth quarter of 2014. In addition, its strong mobile phone sales in Russia, India, Indonesia and Brazil in the fourth quarter of 2014 helped it grow by 26 percent in the global mobile phone market.

Chinese vendors, such as Huawei and Xiaomi, are continuing to improve their sales in China and other overseas markets, increasing their share in the mid to low-end smartphone market. "Chinese vendors are no longer followers," said Ms. Cozza. "They are producing higher quality devices with appealing new hardware features that can rival the more established players in the mobile phone market. Brand building and marketing will be key activities in deciding which Chinese vendors can secure a foothold in mature markets."

The availability of smartphones at lower prices accelerated the migration of feature phone users to smartphones pushing the smartphone operating system (OS) market to double-digit growth in most emerging countries, including India, Russia and Mexico. This trend continued to benefit Android, which saw its market share grow 2.2 percentage points in 2014, and 32 percent year on year (see Table 3). Chinese and other smaller players drove Android's performance in 2014, while more established players at the higher end of the market continued to struggle to increase stickiness to their brands and ecosystems. Windows Phone's performance was flat but it recorded strong results in some markets in Europe, and in the business segment.

Table 3

Worldwide Smartphone Sales to End Users by Operating System in 2014 (Thousands of Units)

Operating System	2014 Units	2014 Market Share (%)	2013 Units	2013 Market Share (%)
Android	1,004,675	80.7	761,288	78.5
iOS	191,426	15.4	150,786	15.5
Windows	35,133	2.8	30,714	3.2
BlackBerry	7,911	0.6	18,606	1.9
Other OS	5,745	0.5	8,327	0.9
Total	1,244,890	100.0	969,721	100.0

Source: Gartner (March 2015)

Worldwide mobile phone sales to end users totaled nearly 1.9 billion units in 2014, a 3.9 percent increase from the same period in 2013 (see Table 4). All regions recorded growth in 2014, except Japan and Western Europe, which recorded declines of 2.8 percent and 9.1 percent, respectively.

Table 4

Worldwide Mobile Phone Sales to End Users by Vendor in 2014 (Thousands of Units)

Company	2014 Units	2014 Market Share (%)	2013 Units	2013 Market Share (%)
Samsung	392,546	20.9	444,472	24.6

Apple	191,426	10.2	150,786	8.3
Microsoft	185,660	9.9	250,835	13.9
Lenovo*	84,029	4.5	66,463	3.7
LG Electronics	76,096	4.0	69,094	3.8
Huawei	70,499	3.8	53,296	2.9
TCL Communication	64,026	3.4	49,538	2.7
Xiaomi	56,529	3.0	13,423	0.7
ZTE	53,910	2.9	59,903	3.3
Sony	37,791	2.0	37,596	2.1
Micromax	37,094	2.0	25,431	1.4
Others	629,360	33.5	587,764	32.5
Total	1,878,968	100.0	1,808,600	100.0



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