

Worldwide Handset Shipments, Market Share & Growth Rate by Vendor, Region and Country Q3'2011

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Abstracts

Worldwide handset shipments reached over 393.96 million units during the third quarter of 2011, representing a Year-over-Year (YoY) growth rate of 14.86 %. While shipment volumes declined in developed markets such as North America and Western Europe, developing markets such as Asia Pacific, Latin & Central America (LACA), and Middle East & Africa (MEA) region experienced a thriving growth in shipment volumes, with the MEA region accounting for a YoY growth rate of 46 %. From a vendor perspective, Nokia managed to maintain its market dominance with a market share of 27 %, after a decline in Q2'2011, while Samsung increased its market share to 23 % from 21 % in Q2'2011 to retain its 2nd position. Chinese manufacturer ZTE also retained its position at the 4th position by maintaining a market share of 4.9 %, which clearly indicates the rising dominance of far eastern vendors on the market, while Motorola Mobility maintained its 9th position with a 2.95 % market share, driven by recent smartphone launches. The report presents figures for quarterly and yearly handset shipments, market share and growth rates for 28 major manufacturers, covering all world regions with historical figures dating back to Q1'2005.

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