

Smartphone Momentum Still Evident with Shipments Expected to Reach 1.2 Billion in 2014 and Growing 23.1% Over 2013, According to IDC

28 May 2014

**FRAMINGHAM, Mass. May 28, 2014** – According to a recently published mobile phone forecast from the International Data Corporation ([IDC](#)) [Worldwide Quarterly Mobile Phone Tracker](#), worldwide smartphone shipments will reach a total of 1.2 billion units in 2014, marking a 23.1% increase from the 1.0 billion units shipped in 2013. From there, total volumes will reach 1.8 billion units in 2018, resulting in a 12.3% compound annual growth rate (CAGR) from 2013–2018.

"What makes smartphone growth so amazing is where the growth will be taking place," said [Ramon Llamas](#), Research Manager with IDC's [Mobile Phone](#) team. "Smartphone shipments will more than double between now and 2018 within key emerging markets, including India, Indonesia, and Russia. In addition, China will account for nearly a third of all smartphone shipments in 2018. These – and other markets – will offer multiple opportunities to vendors and carriers alike, but the key will be balancing affordability with expectations."

On a worldwide basis, IDC expects the average selling price (ASP) of smartphones to reach \$314 in 2014, down 6.3% from the \$335 ASP in 2013. From there, ASPs are expected to reach \$267 by 2018. While these prices point to a definite decline, users still expect top-notch experiences regardless of what smartphone they purchase.

"Until recently, low cost has equaled poor quality in the smartphone space," said [Ryan Reith](#), Program Director with IDC's [Worldwide Quarterly Mobile Phone Tracker](#). "Given the competition at the high end, vendors like Motorola are trying to skate to where the puck is going by offering extremely affordable devices like the Moto E, which offer a 'good enough' experience that will suit the needs of many. This goes to show that components that were used 2-3 years back in high-end smartphones are still sufficient in many aspects, and ultimately will allow vendors to come to the table with viable low-cost solutions."

### *Operating Systems*

**Android** – Android will undoubtedly remain the clear market leader among smartphone operating systems with share expected to hit 80.2% in 2014. Looking forward, IDC expects Android to lose a minimal amount of share over the forecast period, mainly as a result of Windows Phone growth. Android has been, and will continue to be, the platform driving low-cost devices. ASPs of Android smartphones were well below market average in the first quarter of 2014 and are expected to be \$254 for full year 2014, dropping to \$215 in 2018. Growth of Android phones is expected to outpace the market in 2014, rising 25.6% with volume just shy of 1 billion units.

**iOS** – Despite rumors of a larger screen iPhone, IDC expects share of iOS to drop from 14.8% in 2014, to 13.7% in 2018. Apple continues to be strong in mature markets, where devices are heavily subsidized, but emerging markets are expected to drive overall market growth, and appetite for smartphones in these markets is at the sub-\$200 level, significantly below Apple's selling prices. iOS volumes are expected to hit 184.1 million in 2014, growing to 247.4 million in 2018. Growth of 20.0% this year will slowly drop to year-over-year growth of 6.1% in 2018, more in line with overall market growth.

**Windows Phone** – Windows Phone continues to slowly build its global footprint, and growth is expected to outpace the market throughout the forecast period. In 2014, volumes are expected to grow 29.5% over 2013, reaching 43.3 million shipments. This momentum is expected to continue into 2015, reaching 65.9 million units, continuing on to 115.3 million in 2018. It is somewhat unclear what Microsoft has in store for its recent acquisition of Nokia, but an additional positive is the number of new OEM partners recently announced. At Microsoft's Build conference this year, the company announced a number of key features that had been visibly absent from the platform in the past. If more OEMs get behind the platform, and device portfolios continue to scale the cost spectrum, Windows Phone can continue to gain momentum.

**BlackBerry OS** – IDC continues to reduce its BlackBerry forecast across the board with volumes expected to drop 49.6% in 2014, equivalent to 9.7 million units. Looking forward, volumes are expected to continue to decline to 4.6 million units in 2018. The question of whether BlackBerry can survive continues to surface, and with expectations that share will fall below 1% in 2014, the only way the company will be viable is likely through a niche approach based on its security assets.

#### **Worldwide Smartphone Forecast by Region, Shipments, Market Share and 5-Year CAGR (units in millions)**

<b>Operating System</b>	<b>2014 Shipment Volumes*</b>	<b>2014 Market Share</b>	<b>2018 Shipment Volumes*</b>	<b>2018 Market Share</b>	<b>2013-2018 CAGR</b>
Android	997.7	80.2%	1,401.3	77.6%	12.0%
iOS	184.1	14.8%	247.4	13.7%	10.0%
Windows Phone	43.3	3.5%	115.3	6.4%	28.1%
BlackBerry	9.7	0.8%	4.6	0.3%	-25.0%
Others	9.3	0.7%	37.7	2.1%	31.5%
<b>Total</b>	<b>1,244.1</b>	<b>100%</b>	<b>1,806.3</b>	<b>100%</b>	<b>12.3%</b>

Source: IDC Worldwide Mobile Phone Tracker, May 28, 2014

\* Forecast data

This chart is intended for public use in online news articles and social media. Instructions on how to embed this graphic are available by [clicking here](#).

### Worldwide Smartphone Average Selling Price (ASP) by Region and 5-Year CAGR (figures in \$USD)

Operating System	2014 Smartphone ASP*	2018 Smartphone ASP*	2013-2018 CAGR
Android	\$254	\$215	-4.9%
iOS	\$657	\$604	-1.4%
Windows Phone	\$265	\$214	-6.6%
BlackBerry	\$339	\$252	-8.5%
Others	\$154	\$173	-2.6%
<b>Total</b>	<b>\$314</b>	<b>\$267</b>	<b>-4.5%</b>

Source: IDC Worldwide Mobile Phone Tracker, May 28, 2014

\* Forecast data

### About IDC Trackers

[IDC Tracker](#) products provide accurate and timely market size, vendor share, and forecasts for hundreds of technology markets from more than 100 countries around the globe. Using proprietary tools and research processes, IDC's Trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly excel deliverables and on-line query tools. The IDC Tracker Charts app allows users to view data charts from the most recent IDC Tracker products on their [iPhone](#) and [iPad](#).

For more information about IDC's Worldwide Quarterly Mobile Phone Tracker, please contact Kathy Nagamine at 650-350-6423 or [knagamine@idc.com](mailto:knagamine@idc.com). Or visit our new [Mobile Phone Pages](#) featuring smartphone market share trend statistics and analysis.

### About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community to make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. In 2014, IDC

celebrates its 50th anniversary of providing strategic insights to help clients achieve their key business objectives. IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company. You can learn more about IDC by visiting [www.idc.com](http://www.idc.com).

## Companies Covered:

[Motorola Solutions, Inc.](#), [LG Corp.](#), [Nokia Corporation](#), [HTC Corporation](#), [Sony Corporation](#), [Google Inc.](#), [Samsung](#), [Microsoft Corporation](#)

## Regions Covered:

[United States](#)

## Topics Covered:

[Android](#), [BlackBerry](#), [Mobile phone](#), [Mobility](#), [Operating systems and subsystems](#), [Smartphone](#), [TV phone](#), [Video player](#), [Windows mobile](#)

**Katja Schmalen**  
Director Marketing & PR



direct +49 69 90502-115  
mobile +49 172 6284037  
fax +49 69 90502-100  
email [kschmalen@idc.com](mailto:kschmalen@idc.com)

IDC Central Europe GmbH  
Hanauer Landstrasse 182 D  
60314 Frankfurt am Main  
[www.idc.de](http://www.idc.de)

Geschäftsführer: Kirk Stefan Campbell, Steven Frantzen, Wafa Moussavi-Amin  
Amtsgericht: Frankfurt am Main HRB Nr. 51346 • USt-ID-Nr. DE811465155 • Steuer-Nr: 14310080137

IDC ist der weltweit führende Anbieter von Marktinformationen, Beratungsdienstleistungen und Veranstaltungen auf dem Gebiet der Informationstechnologie und der Telekommunikation. IDC analysiert und prognostiziert technologische und branchenbezogene Trends und Potenziale und ermöglicht ihren Kunden so eine fundierte Planung ihrer Geschäftsstrategien sowie ihres IT-Einkaufs. Durch das Netzwerk der mehr als 1000 Analysten in 110 Ländern mit globaler, regionaler und lokaler Expertise kann IDC ihren Kunden umfassenden Research zu den verschiedensten Segmenten des IT-, TK- und Consumer Marktes zur Verfügung stellen. Seit 50 Jahren vertrauen Business-Verantwortliche und IT-Führungskräfte bei der Entscheidungsfindung auf IDC.

IDC ist ein Geschäftsbereich der IDG, dem weltweit führenden Unternehmen in den Bereichen IT- Publikationen, Research sowie Ausstellungen und Konferenzen. Weitere Informationen sind auf unseren Webseiten unter [www.idc.com](http://www.idc.com) oder [www.idc.de](http://www.idc.de) zu finden.