

Top Western European Mobile Phone Vendors, Total Shipments and Market Share, 2014 Smartphones and Feature Phones (Units in Millions)

Vendor	2014 Unit Shipments	2014 Share	2013 Unit Shipments	2013 Market Share	2014/2013 Change
1. Samsung	61.4	35.3%	77.7	42.3%	-21%
2. Apple	30.9	17.7%	26.9	14.6%	14.9%
3. Nokia/Microsoft	19.7	11.3%	25.9	14.1%	-23.9%
4. Sony	15.2	8.7%	14.8	8.1%	2.7%
5. LG Electronics	8.7	5%	8.1	4.4%	7.4%
6. Others	38.2	22%	30.3	16.5%	26.1%
Total	174.1	100%	183.7	100%	-5.2%

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

Top Western European Mobile Phone Vendors, Shipments and Market Share, 2014 Smartphones (Units in Millions)

Vendor	2014 Unit Shipments	2014 Share	2013 Unit Shipments	2013 Market Share	2014/2013 Change
1. Samsung	51	35%	58.3	42.6%	-12.5%
2. Apple	30.9	21.2%	26.9	19.6%	14.9%
3. Sony	15.2	10.4%	14.8	10.8%	2.7%
4. Nokia/Microsoft	10	6.9%	7.6	5.5%	31.6%
5. LG Electronics	8.6	5.9%	7.7	5.6%	11.7%
6. Others	30.1	20.6%	21.7	15.9%	38.7%
Total	145.8	100%	137	100%	6.4%

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

Top Western European Smartphone Operating Systems, Shipments and Market Share, 2014 Smartphones (Units in Millions)

Vendor	2014 Unit Shipments	2014 Share	2013 Unit Shipments	2013 Market Share	2014/2013 Change
1. Android	103.8	71.2%	97	70.8%	7%
2. iOS	30.9	21.2%	26.9	19.6%	14.9%
3. Windows Phone	9.9	6.8%	8.2	6%	20.7%
4. BlackBerry OS	1	0.7%	4.7	3.4%	-78.7%
5. Firefox OS	0.1	0.07%	0.1	0.1%	0%
6. Others	0.1	0.07%	0.1	0.1%	0%
Total	145.8	100%	137	100%	6.4%

Source: IDC European Quarterly Mobile Phone Tracker, February 2015