

Nokia's Falling Market Share

Written by Marco Attard
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Nokia sells a total of 108.5m devices WW (including 24.2m smartphones) in Q1 2011-- a 1% Y-o-Y increase, with the company reporting total WW net sales worth €10.4BN for the same period (up 9% Y-o-Y, down 18% sequentially).

However analysts say Nokia's Q1 2011 mobile market share is going down-- down to 24%, when compared to Q1 2010's 39% in the smartphone segment, and 29% in the overall mobile device market (down from Q1 2010's 33%)-- its lowest levels since the late 1990s.

Nokia's future is expected to continue being bumpy as it signs a definite agreement with Microsoft. The company expects to transition to Windows Phone as its primary smartphone platform within the next 2 years, moving away from both Symbian and MeeGo (now becoming an open-source mobile OS project).

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