Apple gains smartphone OS share in the 5 biggest European markets in the 3 months ending August 2017, Kantar Worldpanel reports-- specifically an increase of 1.2% Y-o-Y, as held back by Great Britain.



According to the analyst, while Germany, France, Italy and Spain post iOS growth, Samsung boosted Android growth in Great Britain as the Galaxy S8 and J8 sold well while the flagship Apple smartphones lost momentum ahead to the new iPhone announcement. That said, the decline was "offset slightly" by strong iPhone SE sales.

“Samsung took full advantage of the weeks just before the iPhone 8 and iPhone X were released in Great Britain, with significant promotional activity that helped drive its overall share to a three-year high of 38.4% for the three months ending August 2017,” Kantar says. “More than 1 in 4 Galaxy S8 buyers cited a specific promotion as a key purchase influencer, and almost half said that a good deal on the price of the phone was key to their purchase. Both of these metrics experienced a large increase over the last 2 months of the period.”

Moving on to other parts of the globe, the iPhone maintains momentum in the US during the period-- Samsung and Apple shares are "virtually tied" at 35.2% and 35% respectively. Meanwhile Huawei continues to lead in urban China with 33.1% share, followed by BBK Electronics (owner of the Oppo and Vivo brands) and Apple, who managed to increase market share to 17.7%, up from 13.4% a year earlier.

Go Samsung at 3-Year High in GB, Apple Growth Up in US (Kantar Worldpanel)