

Mobile Devices' Q2 2011 Results

Written by Marco Attard
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Gartner reports WW Q2 2011 mobile device sales total 428.7M, growing 16.7% Y-o-Y-- with smartphones accounting for 25% of overall sales (up from Q2 2010's 17%).

One can safely say smartphones are on the rise-- at feature phones' expense, as customers in mature markets go for entry- or mid-level Android smartphones.

However W. European smartphone sales show Q-o-Q decline, as replacement sales start showing what Gartner says is "signs of fatigue."

Worldwide Mobile Device Sales to End Users by Vendor in 2Q11 (Thousands of Units)

Vendor	2Q11 Units	2Q11 Market Share (%)	2Q10 Units	2Q10 Market Share (%)
Nokia	97,869.3	22.8	111,473.7	30.3
Samsung	69,827.6	16.3	65,328.2	17.8
LG	24,420.8	5.7	29,366.7	8.0
Apple	19,628.8	4.6	8,743.0	2.4
ZTE	13,070.2	3.0	6,730.6	1.8
Research In Motion	12,652.3	3.0	11,628.8	3.2
HTC	11,016.1	2.6	5,908.8	1.6
Motorola	10,221.4	2.4	9,109.4	2.5
Huawei Device	9,026.1	2.1	5,276.4	1.4
Sony Ericsson	7,266.5	1.7	11,008.5	3.0
Others	153,662.1	35.8	103,412.6	28.1
Total	428,661.2	100.0	367,986.7	100.0

Source: Gartner (August 2011)

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Sell-in demand also slows down in Q2 2011, with a -4% Y-o-Y decrease due to inventory buildup during Q1 2011 in reaction to potential component shortages due to the Japanese earthquake.

Nokia still leads the WW mobile device market, with 22.8% market share (down from Q2 2010's 30.3%)-- even if Gartner says its smartphone sales are low due to market competition, low Symbian demand and inventory management issues in Europe.

Samsung comes 2nd, with 16.3% mobile device market share and sales totalling 69.8M-- 5M of which being Galaxy S II sales.

Following are LG (5.7% market share for Q2 2011) and Apple (4.6% market share, up from Q2 2010's 2.4%).

When it comes to smartphones, iOS and Android dominate the ecosystem with a combined Q2 2011 market share of nearly 62%-- double that of Q2 2010's 31%.

Gartner concludes with its forecasts for 2011-- predicting mobile device sales will grow to around 12% by the year's end.

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