

And the Top Q3 2011 Smartphone Vendor is...

Written by Marco Attard
28. October 2011

Samsung is the top WW smartphone vendor for Q3 2011 according to Strategy Analytics, beating Apple from a units-shipped standpoint and claiming 23.8% market share.



Global smartphone shipments are on the rise in general-- reaching 117M units and growing by 44.4% Y-o-Y (slower growth compared to Q3 2010, when the market saw 86.5% Y-o-Y growth).

Samsung shipments total 27.8M units in Q3 2011, while Apple ships 17.1M units and slips in market share (from 17.4% in Q3 2010 to 14.6%) and growth (21% Y-o-Y, the lowest in 2 years according to Strategy Analytics).

The analyst attributes the Samsung growth to "a blend of elegant hardware designs, popular Android services, memorable sub-brands and extensive global distribution."

Nokia comes in 3rd place, with 14.4% market share (down from 32.7% a year earlier) and shipments reaching 16.8M units. Strategy Analytics says the newly announced Lumia portfolio should help raise the company's profile while driving "at least an L-shaped recovery in its global smartphone market share over the next few months."

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