

## **IDC: Heated 2012 for Mobiles**

Written by Marco Attard  
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Strong smartphone demand and heated vendor competition mark out the state of the WW mobile market in 2012, IDC says-- Q4 2012 mobile phone shipments grow by 1.9% Y-o-Y to total 482.5 million units.

As for the full year, the global market is essentially flat (1.7 billion units with a slight -0.2% decline).

Smartphones represent 45.5% of total Q4 2012 shipments, the biggest percentage recorded by IDC yet, even if with somewhat lower growth than earlier IDC estimates (36.4% compared to the 39.5% estimate).

On an annual basis 2012 smartphone shipments total 545.2m units, up by 10.1% from 2011.

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### Top Five Smartphone Vendors, Shipments, and Market Share, Q4 2012 (Units in Millions)

Vendor	4Q12 Unit Shipments	4Q12 Market Share	4Q11 Unit Shipments	4Q11 Market Share	Year-over-Year Change
1. Samsung	63.7	29.0%	36.2	22.5%	76.0%
2. Apple	47.8	21.8%	37.0	23.0%	29.2%
3. Huawei	10.8	4.9%	5.7	3.5%	89.5%
4. Sony	9.8	4.5%	6.3	3.9%	55.6%
5. ZTE	9.5	4.3%	6.4	4.0%	48.4%
Others	77.8	35.5%	69.2	43.1%	12.4%
Total	219.4	100.0%	160.8	100.0%	36.4%

Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013

~~Fig 100-2012 Global Smartphone Tracker~~ ~~Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013~~