Written by Marco Attard
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Global mobile phone sales total 1.75 billion units with a -1.7% Y-o-Y decline in 2012 according to Gartner, the first WW market decline since 2009.

“Tough economic conditions, shifting consumer preferences and intense market competition weakened the worldwide mobile phone market this year,” the analyst remarks.

Feature phone demand was weak during both Q4 2012 and 2012, with Q4 sales dropping by 19.3% Y-o-Y to 246.4 million units. Gartner predicts feature phone sales will fall further in 2013, replaced by smartphones as market driver.

Worldwide Mobile Phone Sales to End Users by Vendor in 2012 (Thousands of Units)

Company	2012 Units	2012 Market Share (%)	2011 Units	2011 Market Share (%)
Samsung	384,631.2	22.0	315,052.2	17.7
Nokia	333,938.0	19.1	422,478.3	23.8
Apple	130,133.2	7.5	89,263.2	5.0
ZTE	67,344.4	3.9	56,881.8	3.2
LG Electronics	58,015.9	3.3	86,370.9	4.9
Huawei Technologies	47,288.3	2.7	40,663.4	2.3
TCL Communication	37,176.6	2.1	34,037.5	1.9
Research In Motion	34,210.3	2.0	51,541.9	2.9
Motorola	33,916.3	1.9	40,269.1	2.3
HTC	32,121.8	1.8	43,266.9	2.4
Others	587399.6	33.6	595886.9	33.6
Total	**1,746,175.6**	**100.0**	**1,775,712.0**	**100.0**

Source: Gartner (February 2013)

The past year was a healthy one for smartphones-- Q4 2012 smartphones sales reach a record of 207.7m units with 38.3% Y-o-Y growth. Gartner predicts overall 2013 smartphone sales will make "close to" 1bn from overall mobile phone sales of 1.9bn units.

Unsurprisingly smartphones remains in the firm clutches of the Apple-Samsung duopoly, which holds 52% share of the Q4 2012 market (up from 46.4% in Q3 2012).

“There is no manufacturer that can firmly lay claim to the No. 3 spot in global smartphone sales,” Gartner says. “The success of Apple and Samsung is based on the strength of their brands as much as their actual products. Their direct competitors, including those with comparable products, struggle to achieve the same brand appreciation among consumers, who, in a tough economic environment, go for cheaper products over brand.”

Samsung is the biggest smartphone and overall mobile phone maker, with Q4 2012 mobile phone sales amounting to 384.6m units (of which 53.5% are smartphones). Gartner attributes such success to the strength of the Galaxy brand, now something of a synonym to Android phones (it commands 42.5% of Android share) for consumers.

Worldwide Mobile Phone Sales to End Users by Vendor in 4Q12 (Thousands of Units)

Company	4Q12 Units	4Q12 Market Share (%)	4Q11 Units	4Q11 Market Share (%)
Samsung	106,957.7	22.7	93,830.3	19.6
Nokia	85,054.8	18.0	111,699.4	23.4
Apple	43,457.4	9.2	35,456.0	7.4
ZTE	16,160.6	3.4	18,915.1	4.0
LG Electronics	14,981.3	3.2	16,938.3	3.5
Huawei Technologies	13,679.1	2.9	13,966.1	2.9
TCL Communication	11,097.6	2.4	10,695.3	2.2
Lenovo	8,305.4	1.8	5,206.3	1.1
Sony Mobile Communications	7,946.6	1.7	8,935.7	1.9
Motorola	7,822.2	1.7	10,075.3	2.1
Others	156,613.7	33.2	151,985.1	31.8
Total	**472,076.4**	**100.0**	**477,703.0**	**100.0**

Source: Gartner (February 2013)

Gartner Market Share Analysis: Mobile Phones, WW, Q4 2012 and 2012