

Worldwide Smartphone Forecast by Shipments and Value, 2014 and 2018 (Shipments in millions of units and Value in US\$ Million)

	2014*	2014* Market Share	2018*	2018* Market Share	2014-2018 CAGR
Shipment (M units)					
Android	1,060	82.3%	1,498	80.0%	9.0%
iOS	178	13.8%	240	12.8%	7.8%
Windows Phone	35	2.7%	105	5.6%	31.4%
Other OS	14	1.1%	30	1.6%	20.4%
Total	1,288	100.0%	1,873	100.0%	9.8%
Value (US\$M)					
Android	255,102	66.6%	275,248	60.9%	1.9%
iOS	116,540	30.4%	152,626	33.8%	7.0%
Windows Phone	7,782	2.0%	19,033	4.2%	25.1%
Other OS	3,480	0.9%	4,862	1.1%	8.7%
Total	382,904	100.0%	451,769	100.0%	4.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, December 1, 2014

* Forecast data

Table Note: Values are calculated by multiplying the shipment volumes with the end-user average selling prices (ASPs). Figures may not be exact due to rounding.