

Global Smartphone Growth Expected to Slow to 11.3% in 2015 as Market Penetration Increases in Top Markets, According to IDC

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FRAMINGHAM, Mass. May 26, 2015 – According to a new mobile phone forecast from the International Data Corporation ([IDC](#)) [Worldwide Quarterly Mobile Phone Tracker](#), smartphone shipments are expected to grow 11.3% in 2015, which is down from 27.6% in 2014. This is on par with IDC's previous smartphone forecast of 11.8% growth in 2015. While overall smartphone growth will continue to slow, many markets will experience robust growth in 2015 and beyond, and worldwide shipment volumes are forecast to reach 1.9 billion units annually by 2019.

IDC expects 2015 to bring two notable milestones. First, IDC projects this to be the first year in which China's smartphone growth, forecast to be 2.5% in 2015, will be slower than the worldwide market. Second, and somewhat related to the China forecast, Android smartphone growth is also expected to be slower than the worldwide market at 8.5% in 2015. IDC believes both trends will persist throughout the forecast period, which now goes to 2019.

"Smartphone volume still has a lot of opportunity in the years to come, but two fundamental segments driving recent years' growth are starting to slow," said [Ryan Reith](#), Program Director with IDC's [Worldwide Quarterly Mobile Phone Tracker](#). "[As reported](#) earlier in May, smartphone shipments in China actually declined year over year in the first quarter of 2015, showing that the largest market in the world has reached a level of maturity where rapid growth will be harder to achieve. This has implications for Android because China has been a critical market for Android smartphone shipments in recent years, accounting for 36% of total volume in 2014. As Chinese OEMs shift their focus from the domestic market to the next high-growth markets, they will face a number of challenges, including competition from 'local' brands."

Apple faced a similar situation in 2012-2014, when its year-over-year growth rates were slightly below the worldwide market. But its recent shift in product line to bigger screen models with a broader country reach has had an immediate impact on volumes. IDC expects iOS smartphones to grow 23.0% in 2015 and remain above worldwide market growth rates throughout the forecast.

"There's no question that a large chunk of Apple's installed base is still using older models (pre-iPhone 6/6+), which leaves continued growth opportunity in the second half of 2015 and beyond," noted [Reith](#). "In addition, IDC believes a sizable portion of the Android installed base were those who migrated over to the platform from iOS with the desire for a larger screen smartphone. This is an opportunity Apple is no question focusing on. However, the price difference between Android/iOS devices in many markets will remain a significant hurdle for Apple."

Worldwide Smartphone Forecast by OS, Shipments, Market Share, Growth and 5-Year CAGR (units in millions)

Region	2015* Shipment Volumes	2015* Market Share	2015* Year- Over-	2019* Shipment Volumes	2019* Market Share	2019* Year- Over-	5-Year CAGR
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			Year Growth			Year Growth	
Android	1,149.3	79.4%	8.5%	1,524.1	79.0%	5.0%	7.5%
iOS	237.0	16.4%	23.0%	274.5	14.2%	3.0%	7.3%
Windows Phone	46.8	3.2%	34.1%	103.5	5.4%	13.6%	24.3%
Others	14.2	1.0%	3.9%	26.3	1.4%	7.5%	14.0%
TOTAL	1,447.3	100.0%	11.3%	1,928.4	100.0%	5.1%	8.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, May 26, 2015.

* Forecast data

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For more information about IDC's Worldwide Quarterly Mobile Phone Tracker, please contact Kathy Nagamine at 650-350-6423 or knagamine@idc.com.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#).

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