



# SMARTPHONES





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Smartphones



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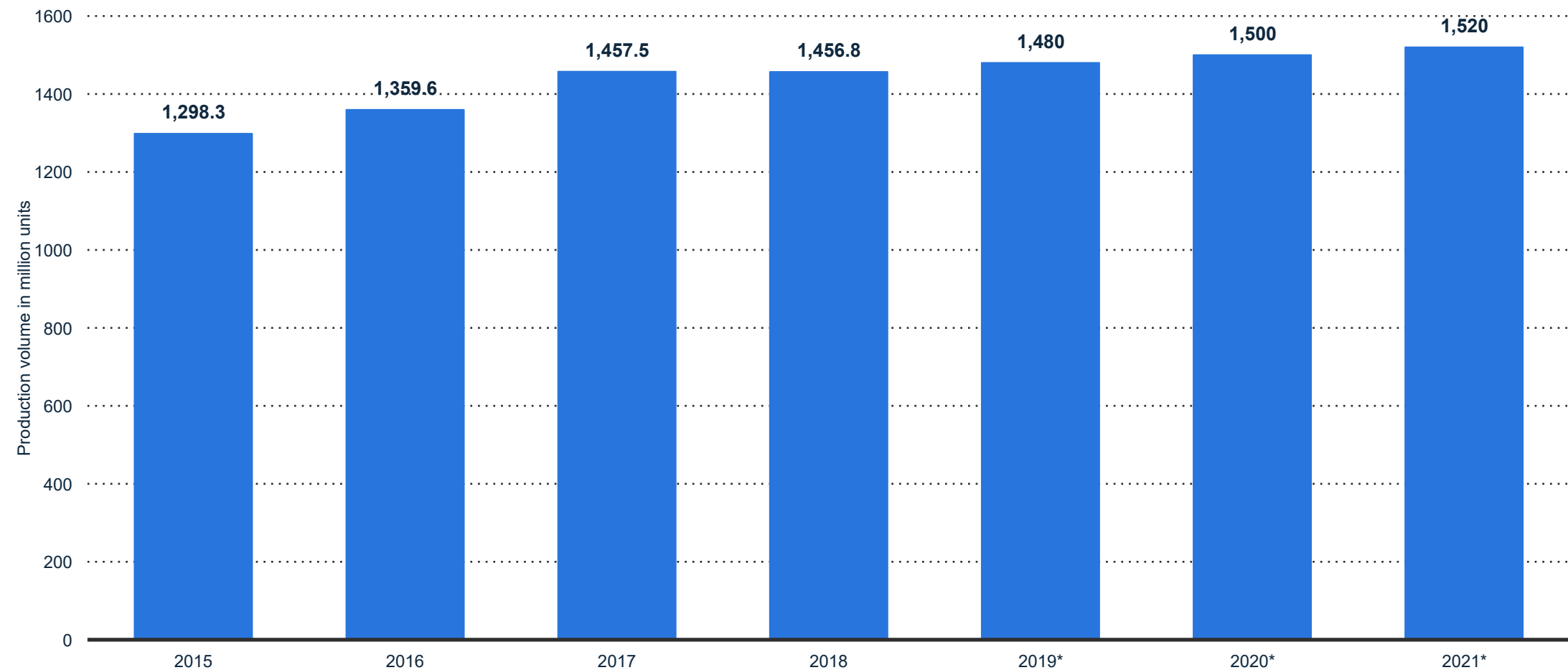
# SHIPMENTS & SALES VALUE

Smartphones



# Smartphone production volume worldwide from 2015 to 2021 (in million units)

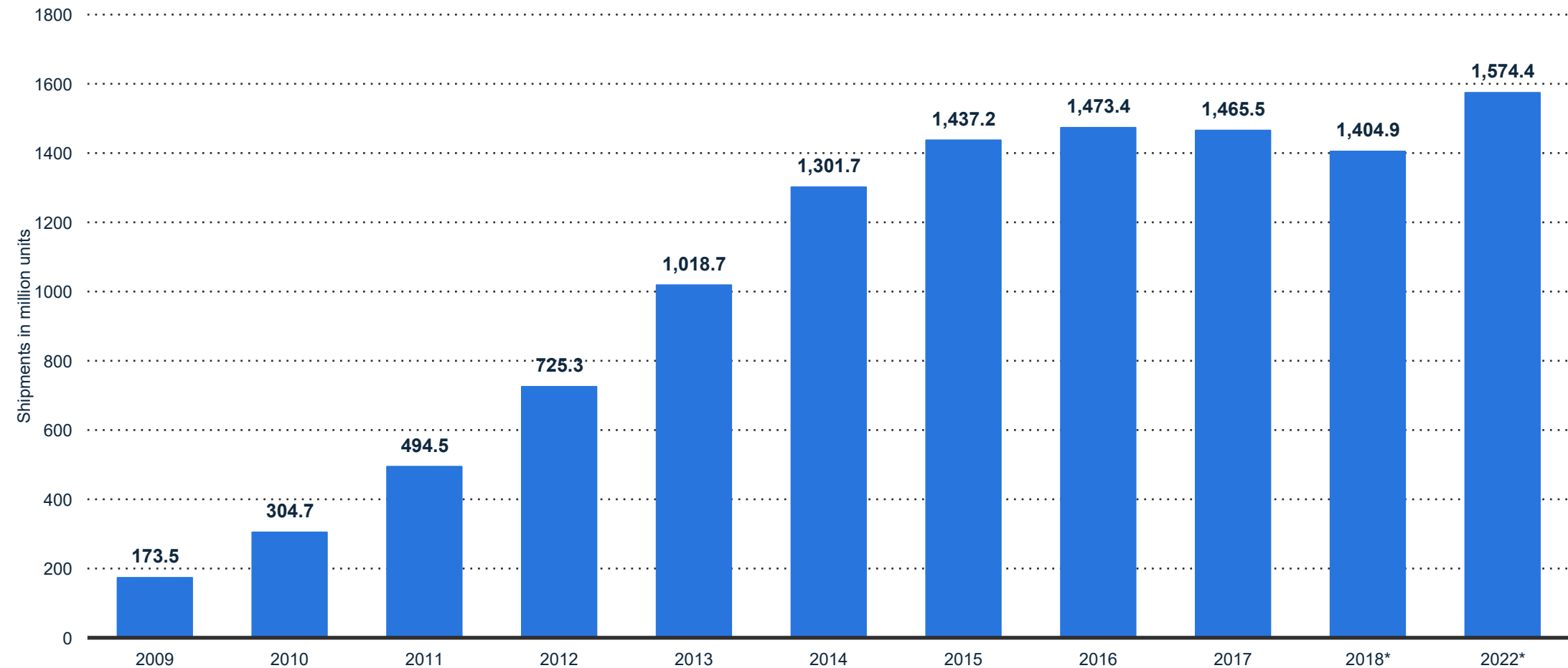
Global smartphone production volume 2015-2021



**Note:** Worldwide; 2015 to 2018  
Further information regarding this statistic can be found on [page 44](#).  
**Source(s):** TrendForce; Statista estimates; [ID 742517](#)

# Global smartphone shipments forecast from 2010 to 2022 (in million units)

Global smartphone shipments forecast 2010-2022

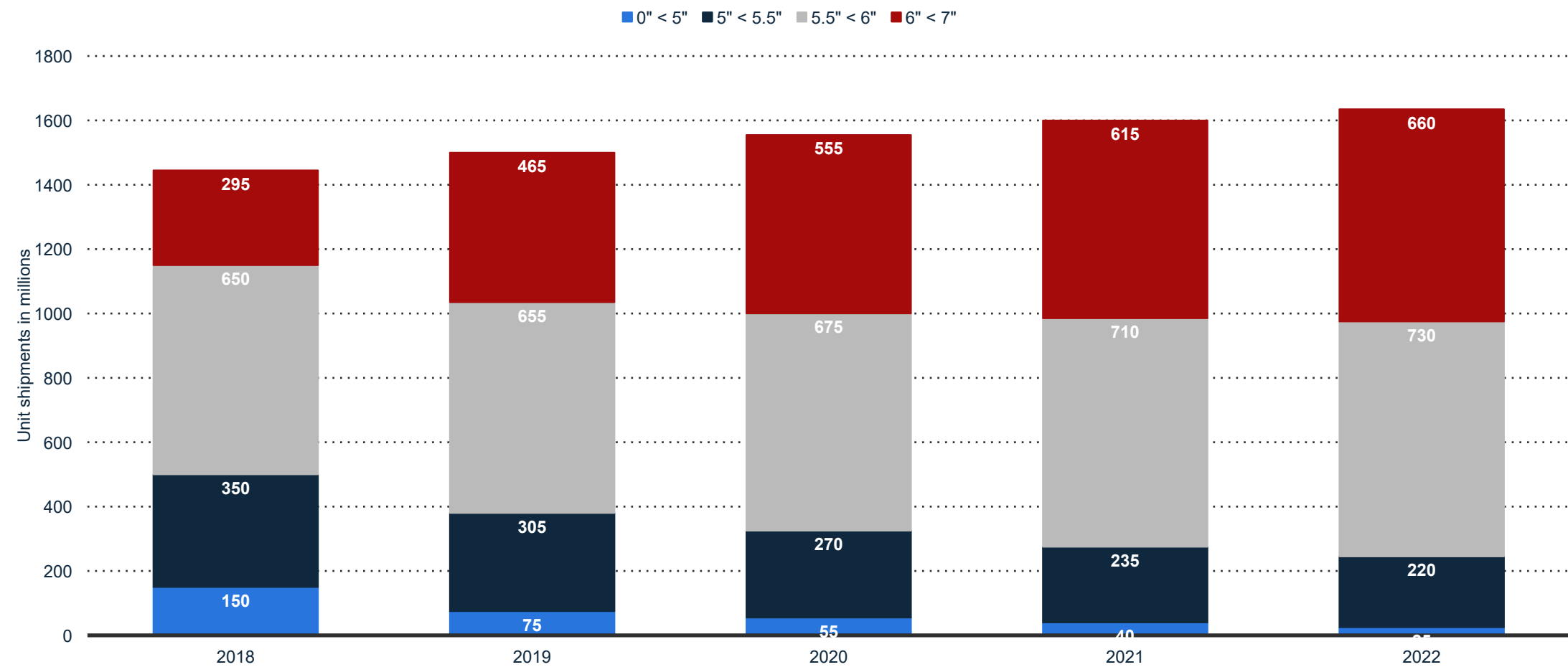


**Note:** Worldwide; 2010 to 2018  
Further information regarding this statistic can be found on [page 45](#).  
**Source(s):** IDC; [ID 263441](#)



# Smartphone unit shipments worldwide by screen size from 2018 to 2022 (in millions)\*

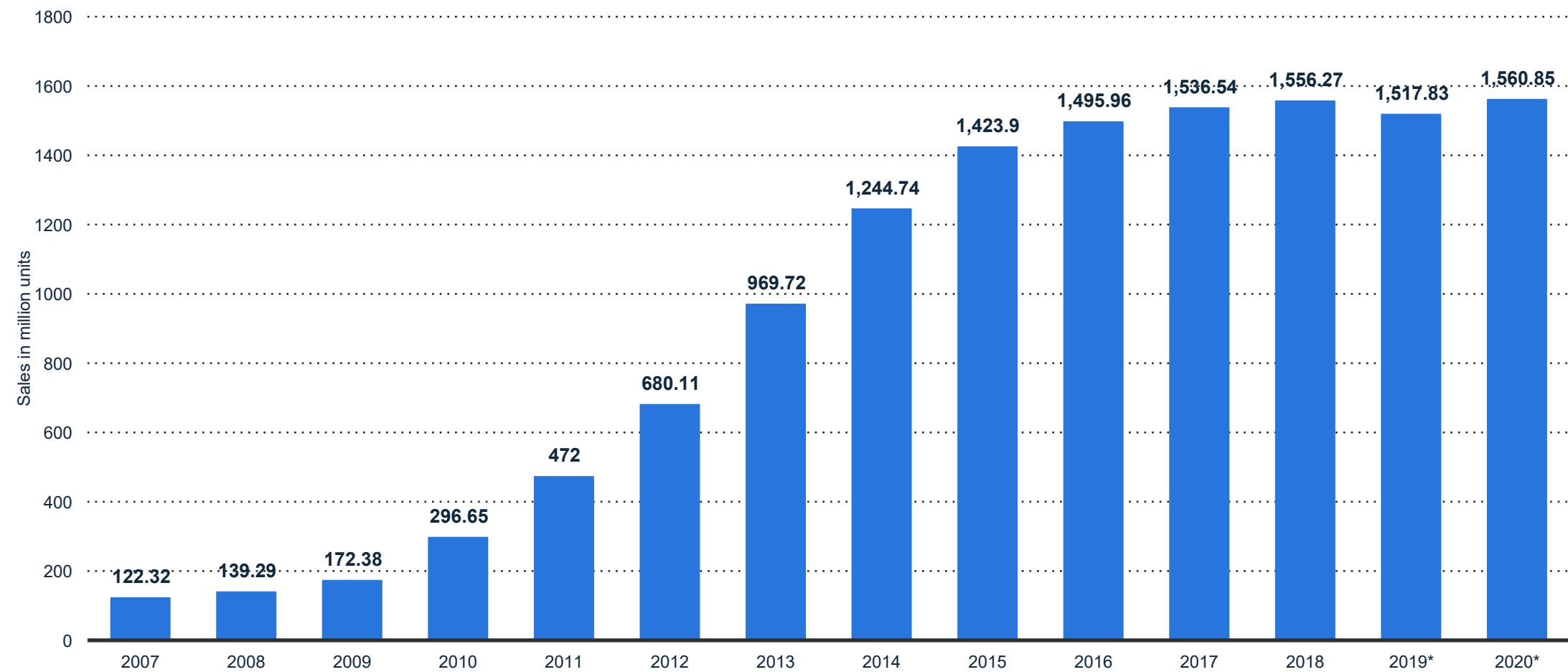
Smartphone unit shipments by screen size worldwide 2018-2022



**Note:** Worldwide; August 2018  
Further information regarding this statistic can be found on [page 46](#).  
**Source(s):** IDC; Statista estimates; [ID 684294](#)

# Number of smartphones sold to end users worldwide from 2007 to 2020 (in million units)

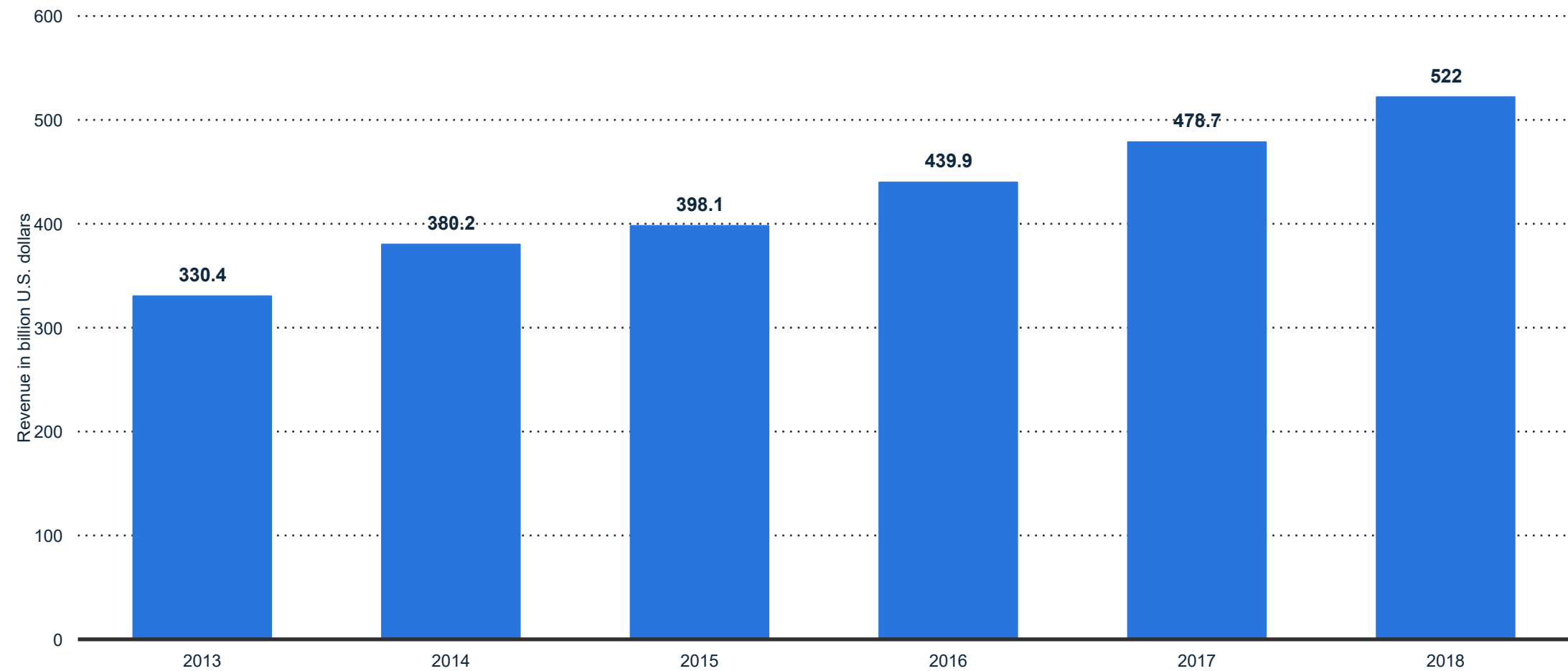
Global smartphone sales to end users 2007-2020



**Note:** Worldwide; 2007 to 2018  
Further information regarding this statistic can be found on [page 47](#).  
**Source(s):** Gartner; [ID 263437](#)

# Global revenue from smartphone sales from 2013 to 2018 (in billion U.S. dollars)

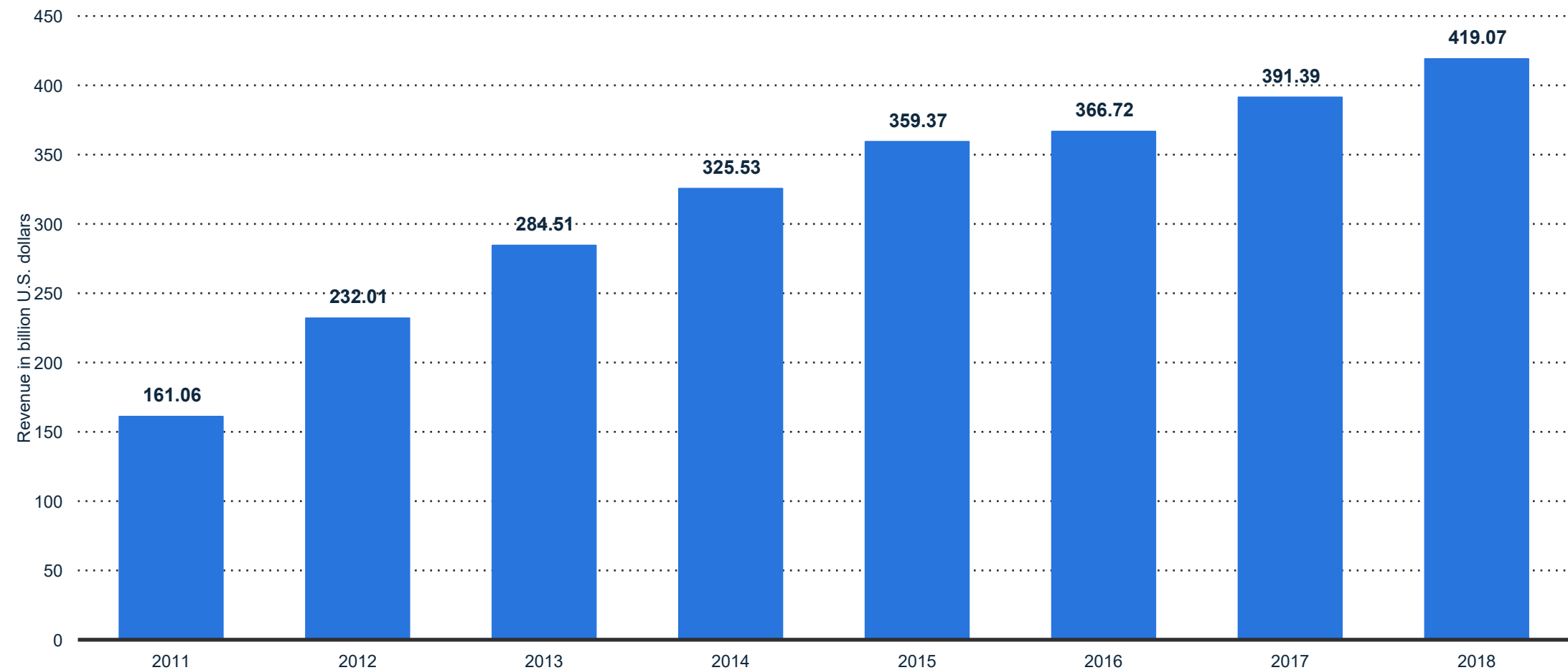
Smartphone sales revenue worldwide 2013-2018



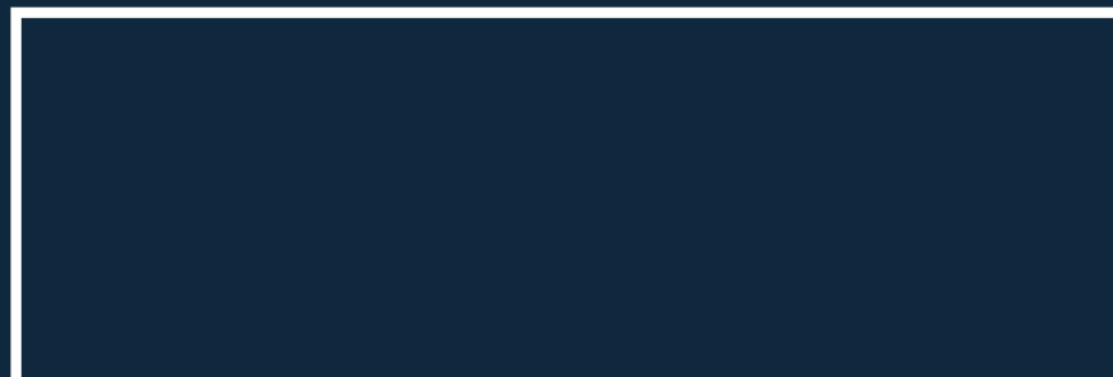
**Note:** Worldwide; 2013 to 2018  
Further information regarding this statistic can be found on [page 48](#).  
**Source(s):** GfK; [ID 237505](#)

# Smartphone revenues worldwide from 2011 to 2018 (in billion U.S. dollars)

Smartphone revenues worldwide 2011-2018



**Note:** Worldwide; 2011 to 2018  
Further information regarding this statistic can be found on [page 49](#).  
**Source(s):** Counterpoint Research; [ID 687476](#)



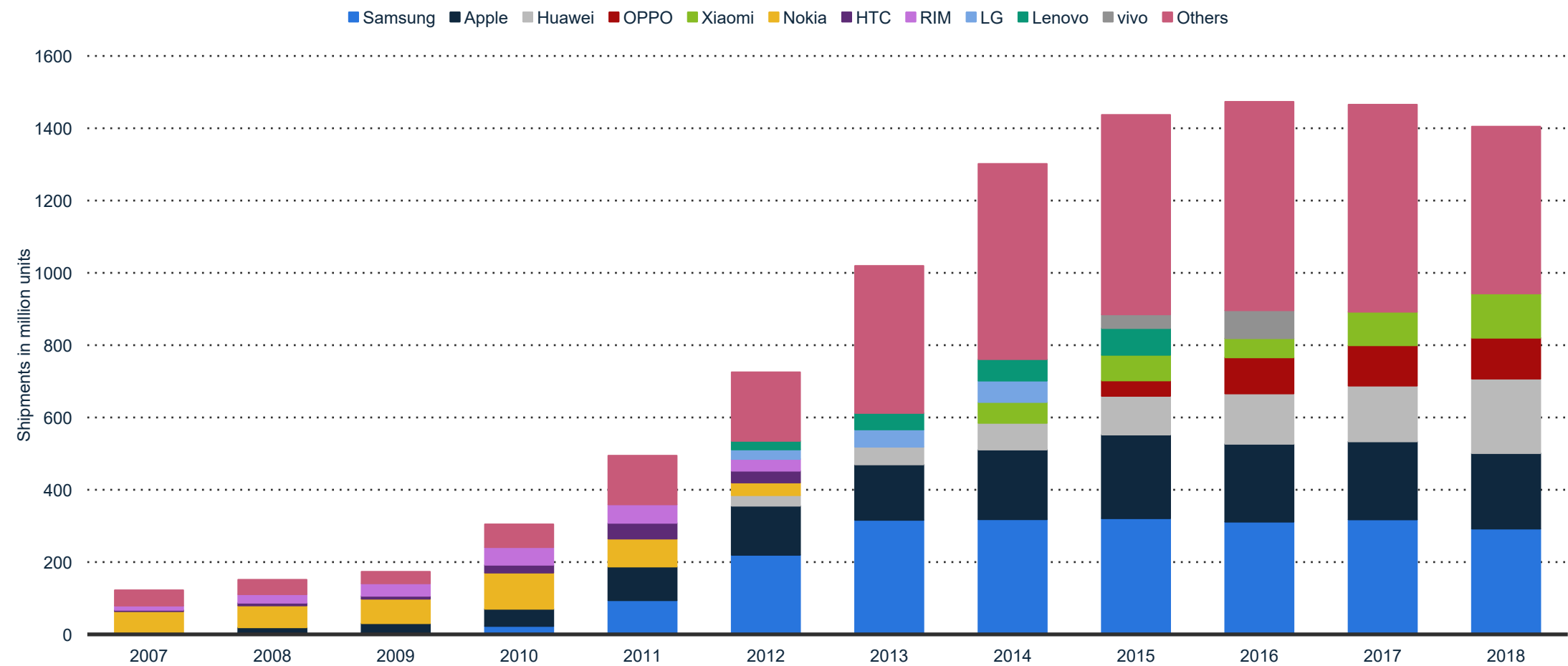
# MARKET SHARE - MANUFACTURERS & MODELS

Smartphones



# Global smartphone shipments from 2007 to 2018, by vendor (in million units)

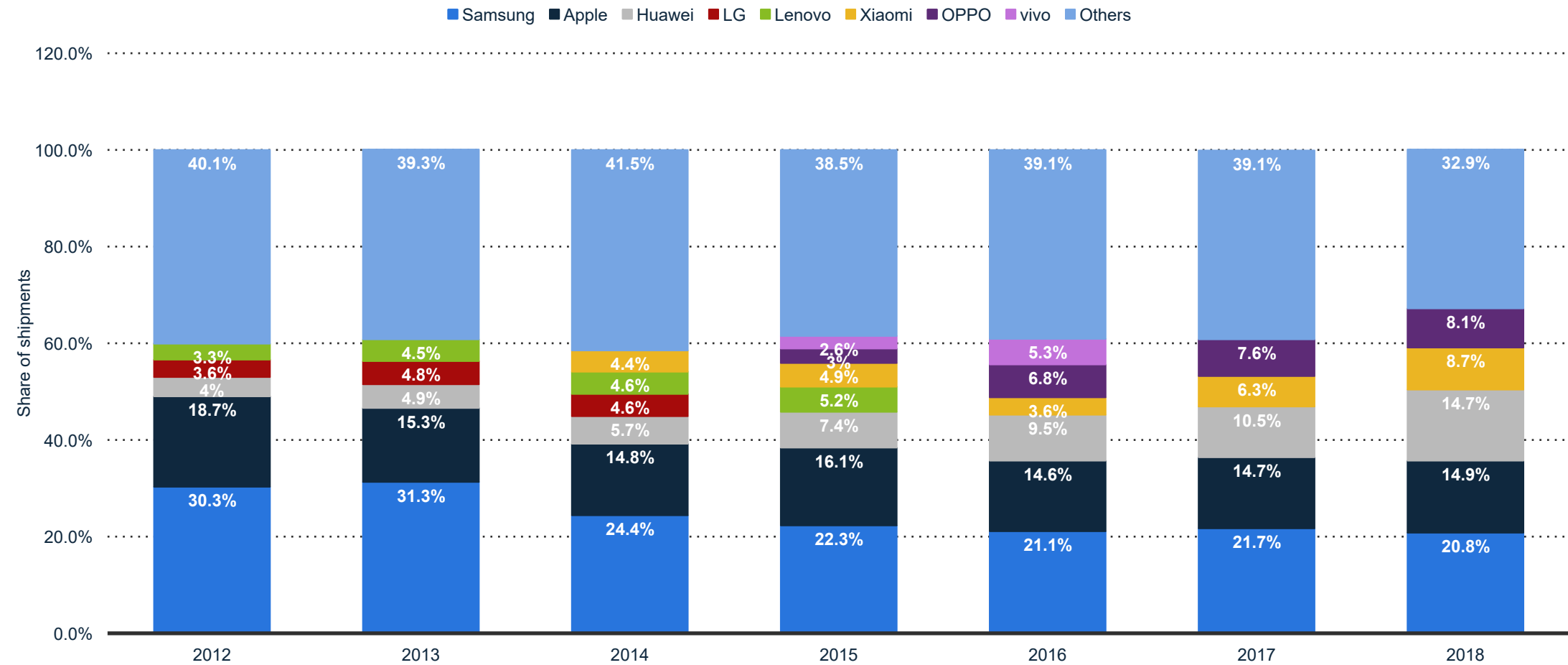
Smartphone unit shipments worldwide 2007-2018, by vendor



**Note:** Worldwide; 2007 to 2018  
Further information regarding this statistic can be found on [page 50](#).  
**Source(s):** IDC; Gartner; [ID 271539](#)

# Share of smartphone shipments worldwide from 2012 to 2018, by vendor

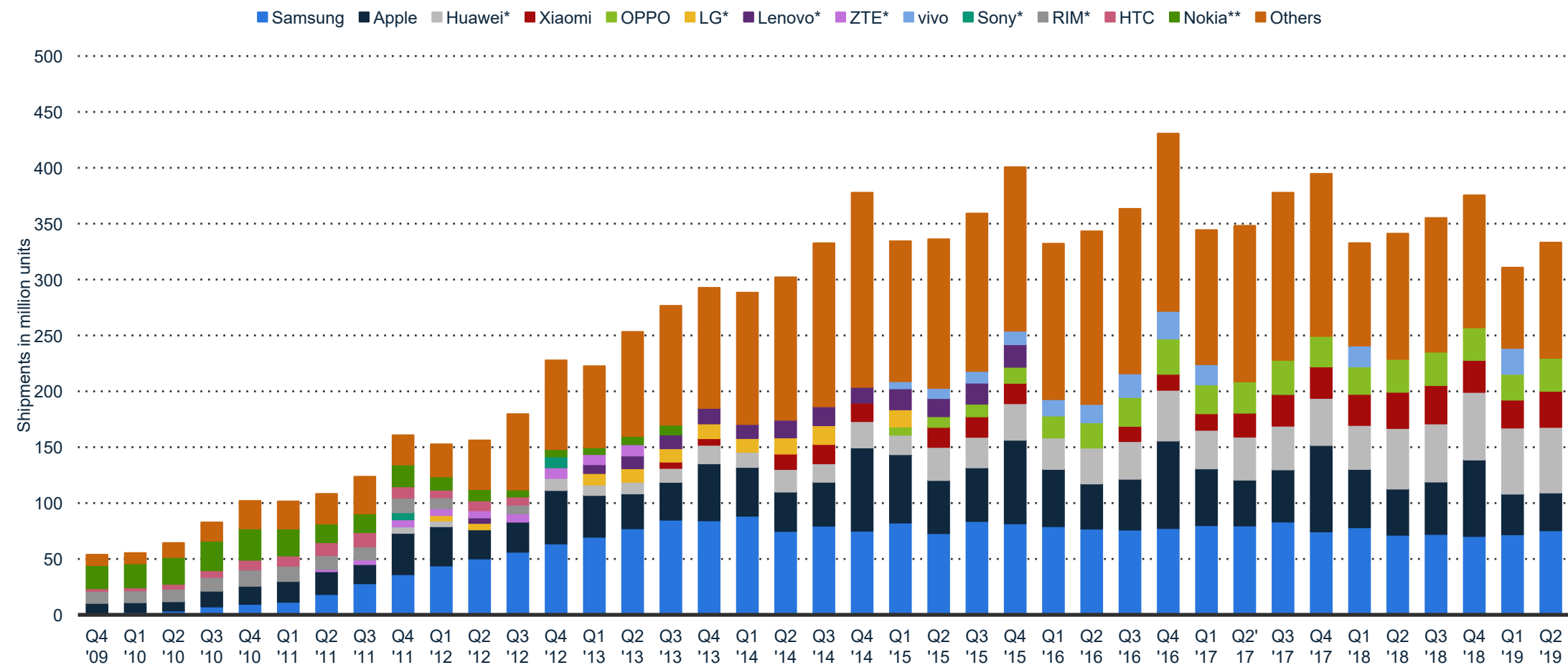
Global market share held by smartphone vendors 2012-2018



**Note:** Worldwide; 2007 to 2018  
Further information regarding this statistic can be found on [page 51](#).  
**Source(s):** IDC; [ID 271492](#)

# Smartphone shipments by vendor worldwide from 4th quarter 2009 to 2nd quarter 2019 (in million units)

Global smartphone shipments by vendor/manufacture 2009-2019

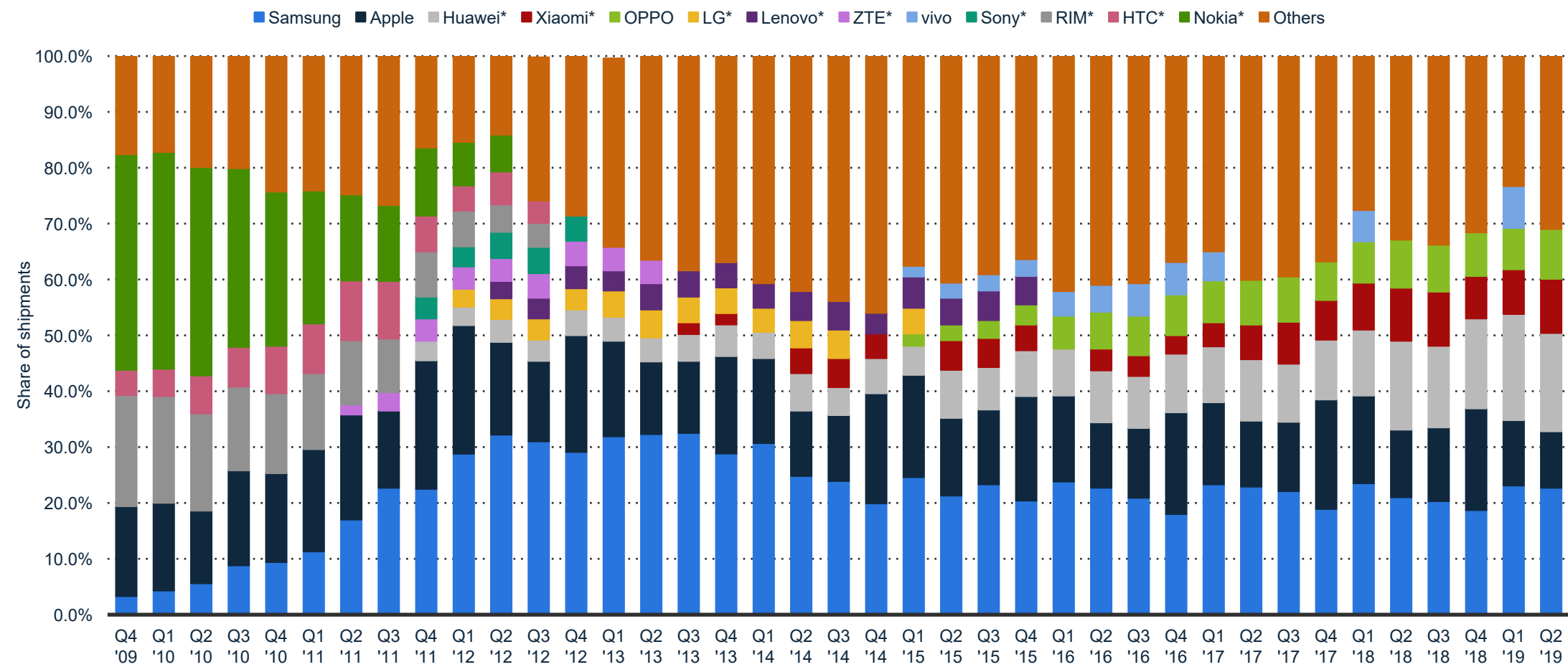


**Note:** Worldwide; 4th quarter 2009 to 2nd quarter 2019  
Further information regarding this statistic can be found on [page 52](#).  
**Source(s):** IDC; [ID 271490](#)



# Global market share held by leading smartphone vendors from 4th quarter 2009 to 2nd quarter 2019

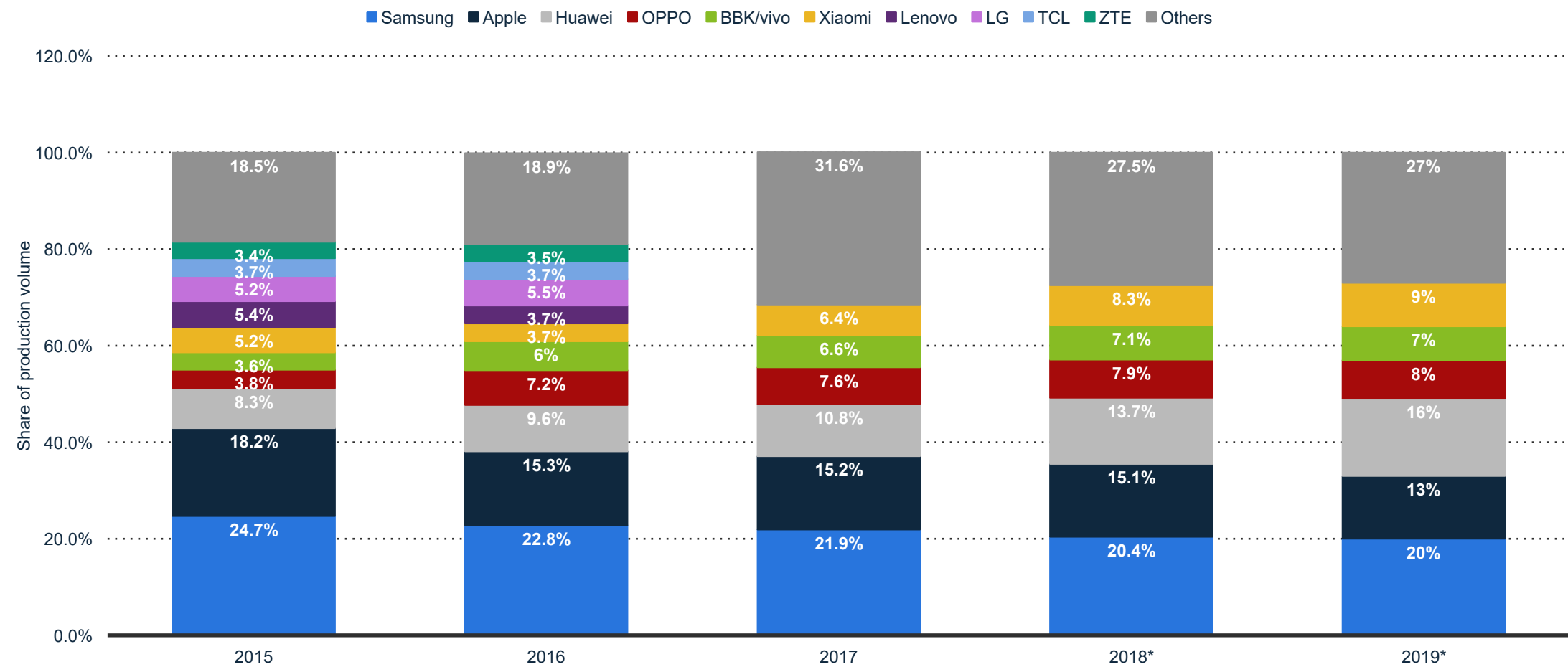
Smartphone market share worldwide by vendor 2009-2019



**Note:** Worldwide; 4th quarter 2009 to 2nd quarter 2019  
Further information regarding this statistic can be found on [page 53](#).  
**Source(s):** IDC; [ID 271496](#)

# Manufacturers/brands' share of smartphone production volume (units) worldwide from 2015 to 2019

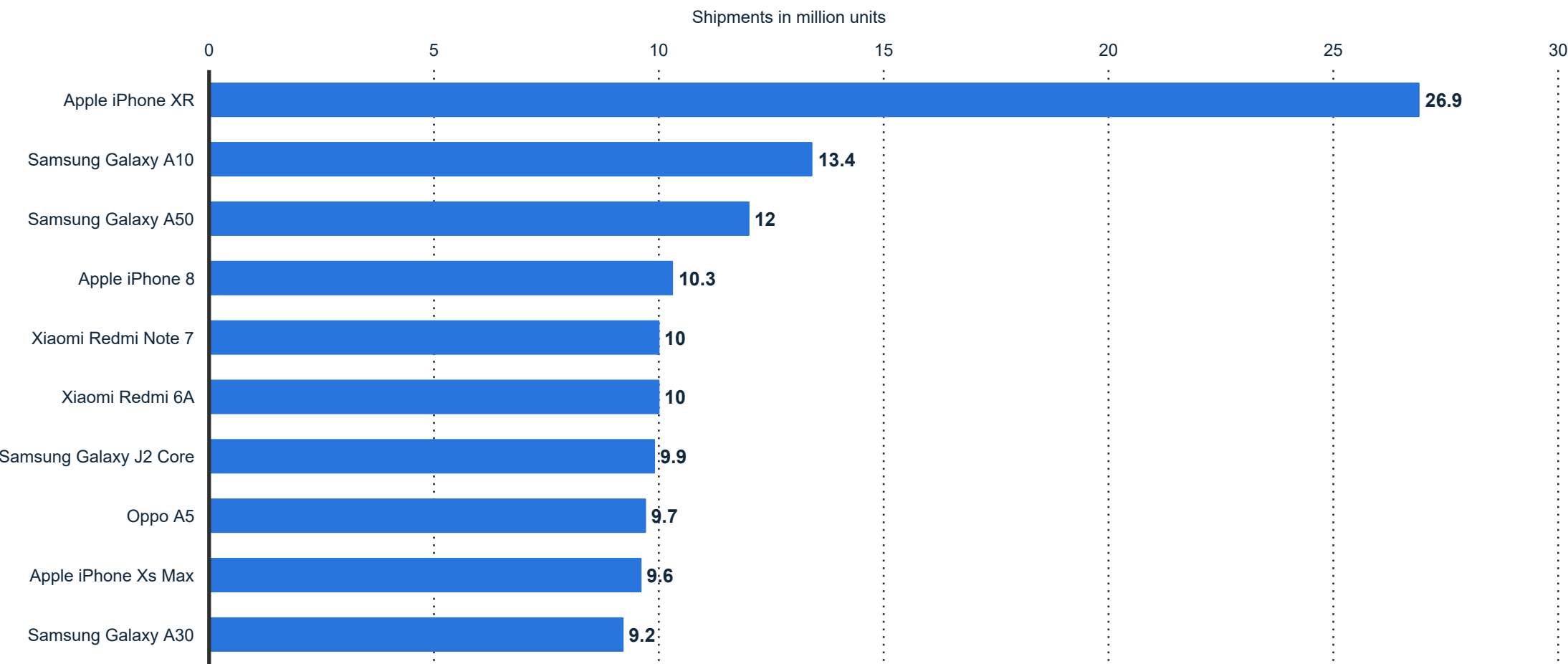
Global smartphone production volume share 2015-2019, by brand



**Note:** Worldwide; 2015 to 2018  
Further information regarding this statistic can be found on [page 54](#).  
**Source(s):** TrendForce; [ID 742531](#)

# Global smartphone shipments by model in the first half of 2019 (in millions)

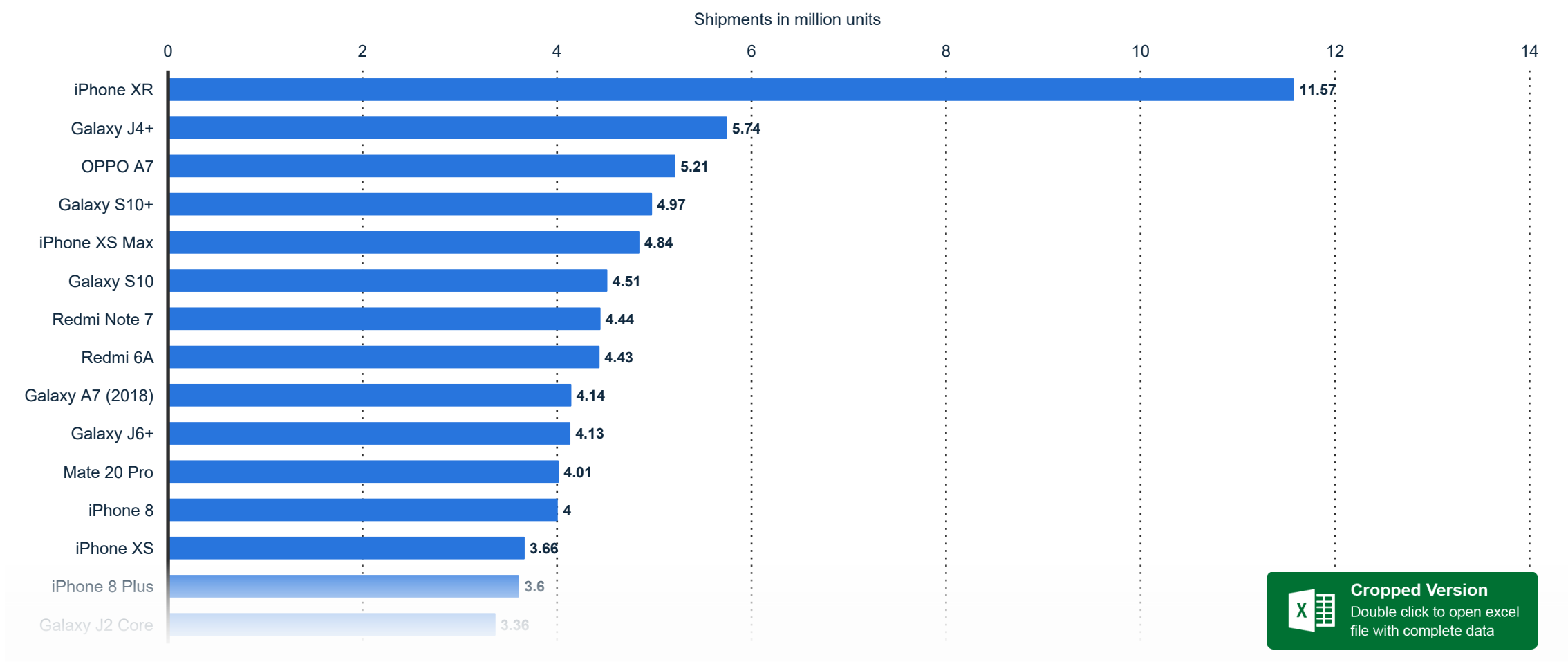
Smartphone shipments by model worldwide 2019



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 55](#).  
**Source(s):** Website (gizchina.com); [ID 258597](#)

# Smartphone unit shipments worldwide by model in 1st quarter 2019 (in million units)

Smartphone shipments worldwide 1Q'19, by model



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 56](#).  
**Source(s):** Website (instantflashnews.com); [ID 694159](#)



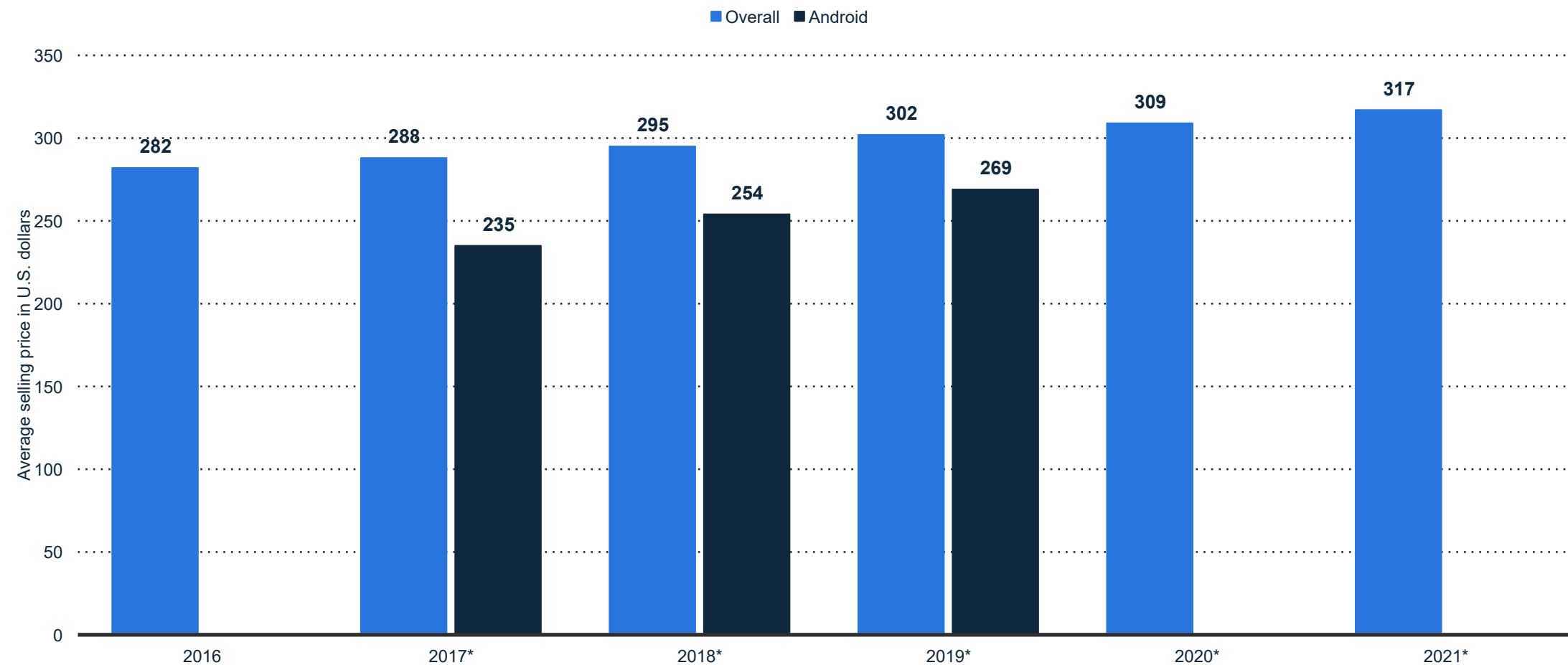
# SELLING PRICE & COSTS

Smartphones



# Global average selling price (ASP) of smartphones from 2016 to 2021 (in U.S. dollars)

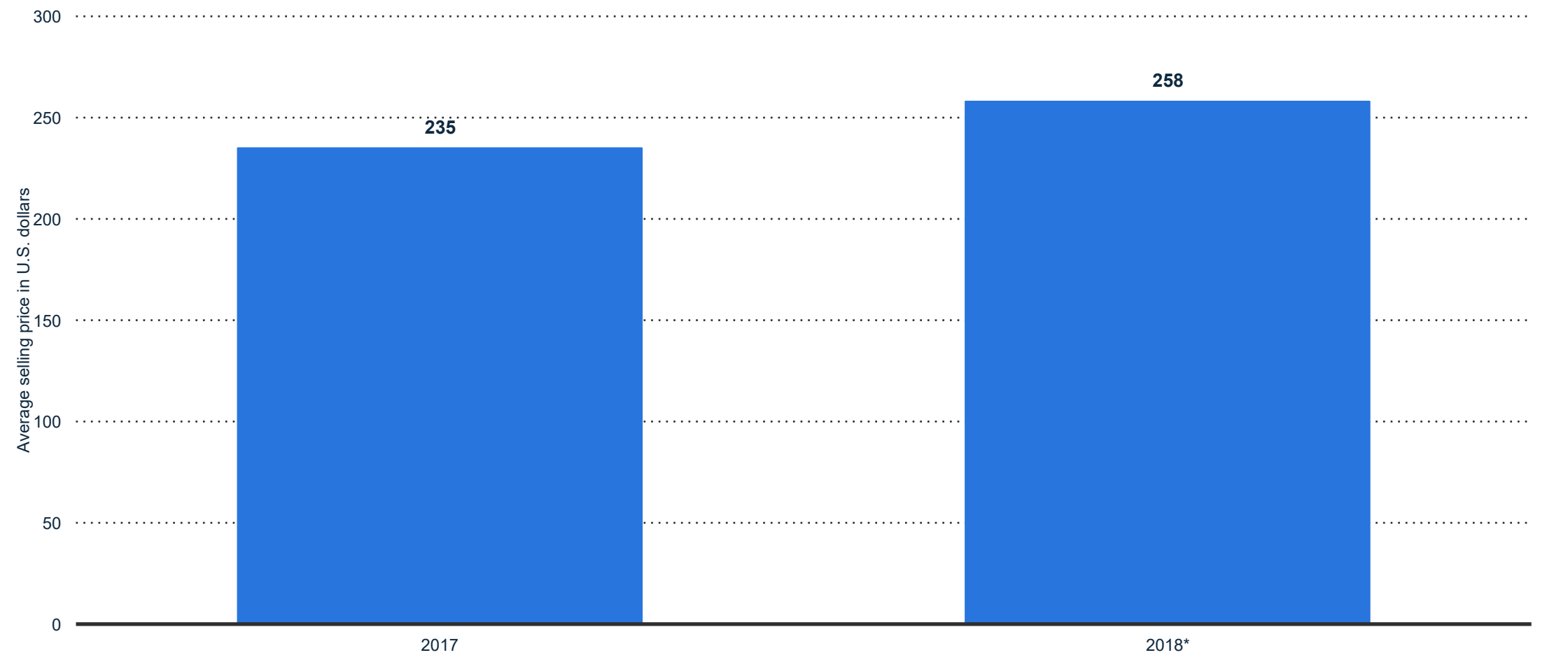
Average selling price of smartphones worldwide 2016-2021



**Note:** Worldwide; 2017 to 2018  
Further information regarding this statistic can be found on [page 57](#).  
**Source(s):** IDC; [ID 788557](#)

# Average selling price (ASP) of Android smartphones worldwide in 2017 and 2018 (in U.S. dollars)

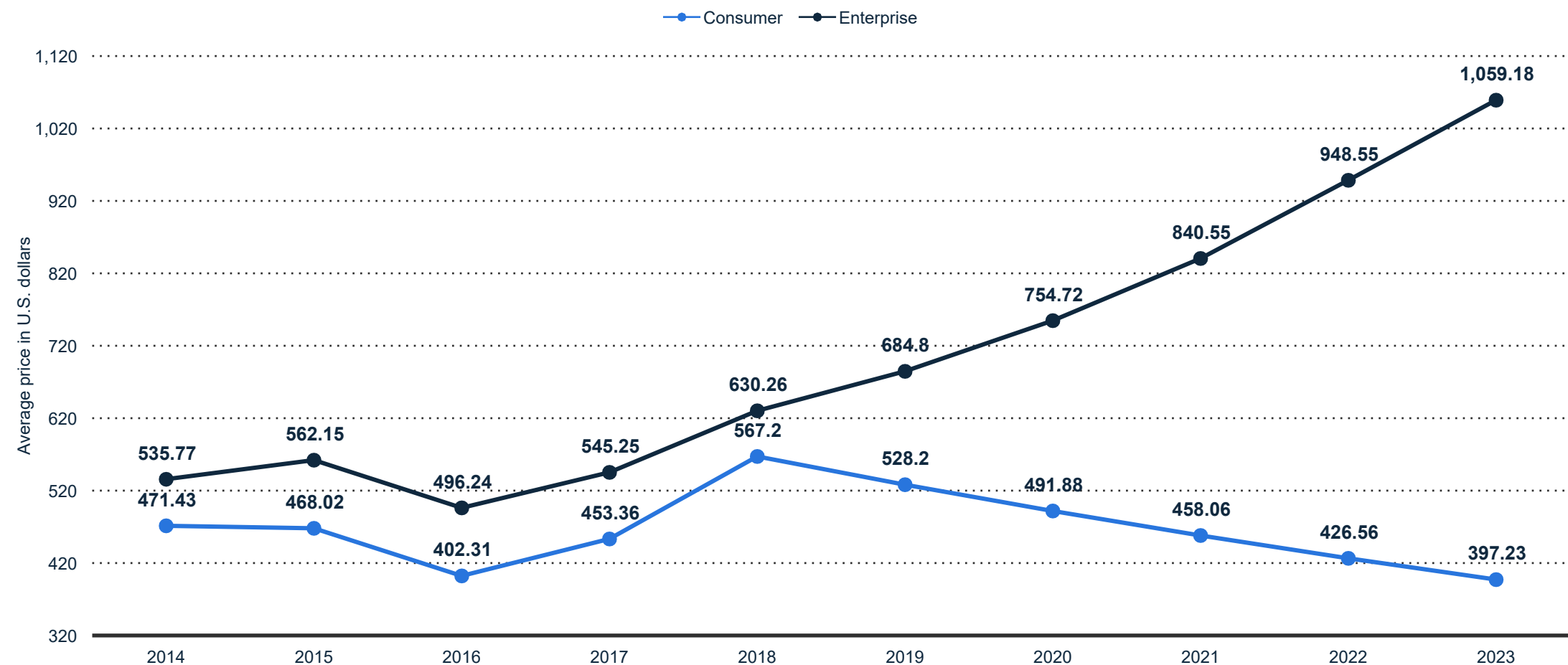
Average selling price of Android smartphones worldwide in 2017 and 2018



**Note:** Worldwide; 2017 and 2018  
Further information regarding this statistic can be found on [page 58](#).  
**Source(s):** IDC; [ID 951537](#)

# Average price of smartphones in the United States from 2014 to 2023 (in U.S. dollars), by segment\*

Smartphone (consumer/enterprise) average price in the United States 2014-2023

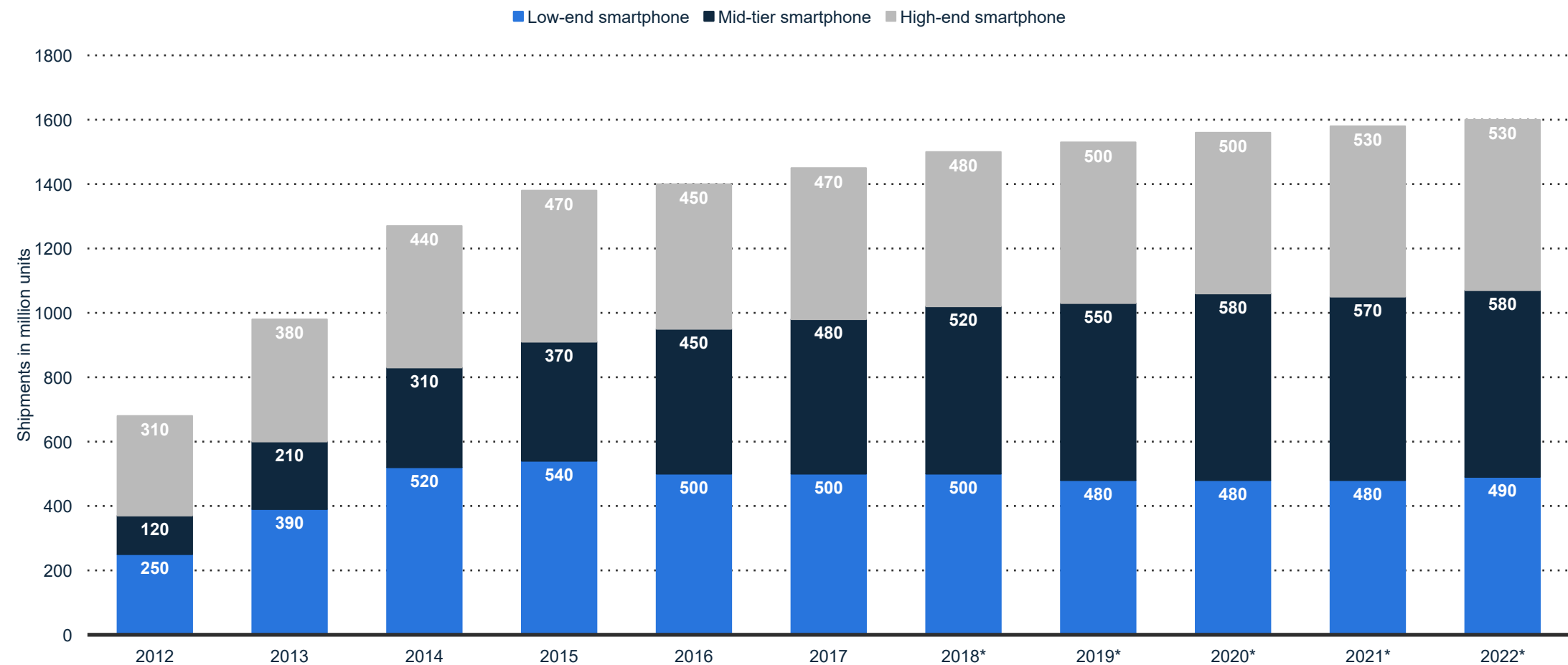


**Note:** United States; 2014 to 2019  
Further information regarding this statistic can be found on [page 59](#).  
**Source(s):** Daniel Research Group; [ID 619830](#)



# Smartphone unit shipments by price category worldwide from 2012 to 2022 (in millions)

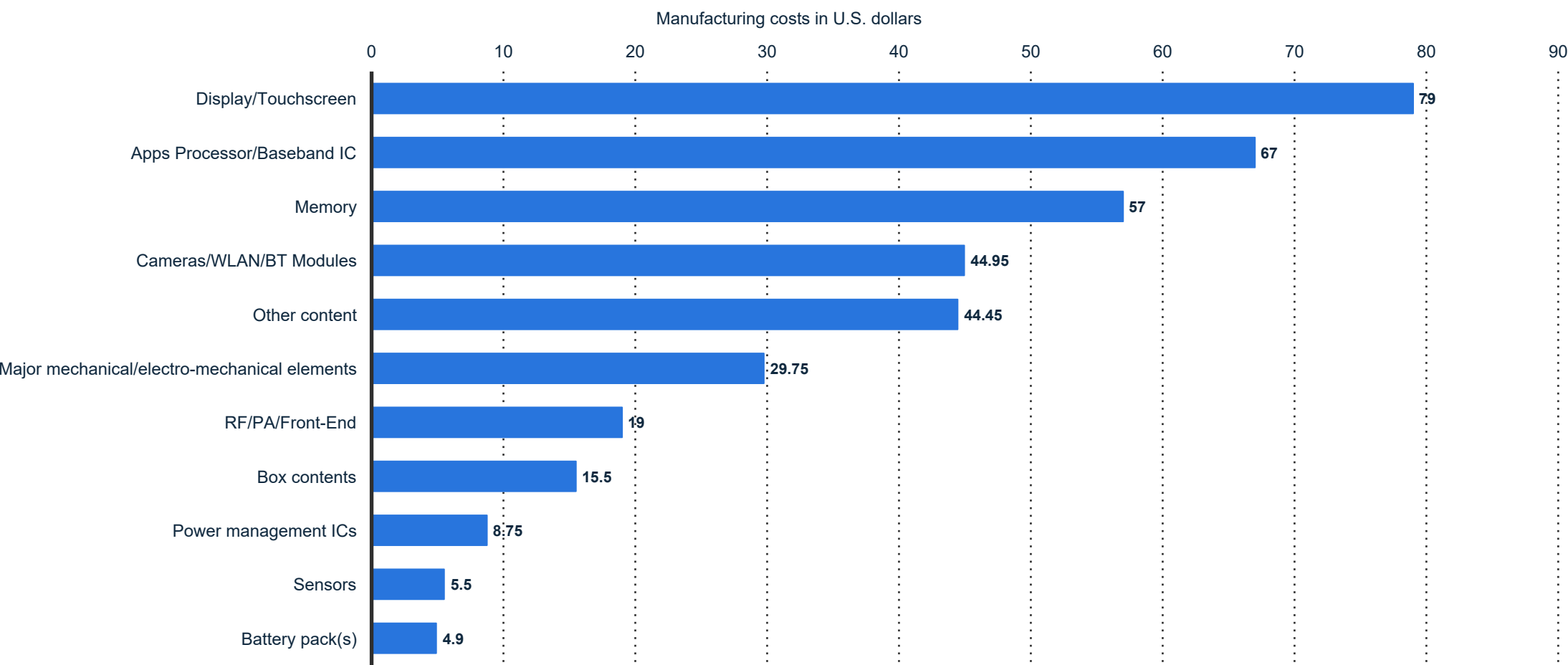
Global smartphone unit shipments 2012-2022, by price category



**Note:** Worldwide; 2012 to 2017  
Further information regarding this statistic can be found on [page 60](#).  
**Source(s):** Statista estimates; IHS Markit; [ID 934471](#)

# Manufacturing costs for Samsung Galaxy S9+ (64 GB) by component in 2018 (in U.S. dollars)

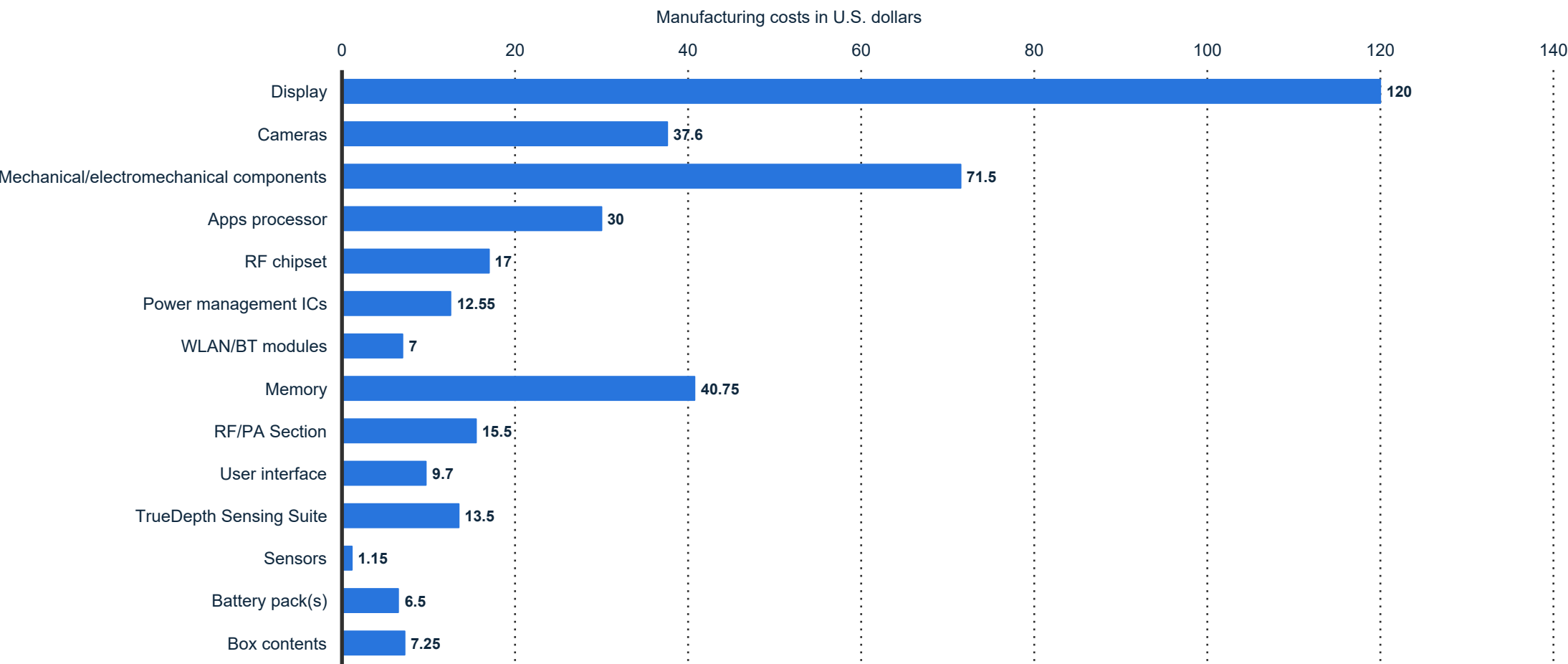
Samsung Galaxy S9+ (64 GB) manufacturing costs 2018, by component



**Note:** Worldwide; 2018  
Further information regarding this statistic can be found on [page 61](#).  
**Source(s):** IHS; [ID 857615](#)

# Manufacturing costs for iPhone Xs Max (64 GB) in 2018, by component (in U.S. dollars)

iPhone Xs Max (64 GB) manufacturing costs 2018, by component



**Note:** Worldwide; 2018  
Further information regarding this statistic can be found on [page 62](#).  
**Source(s):** IHS Markit; [ID 934633](#)



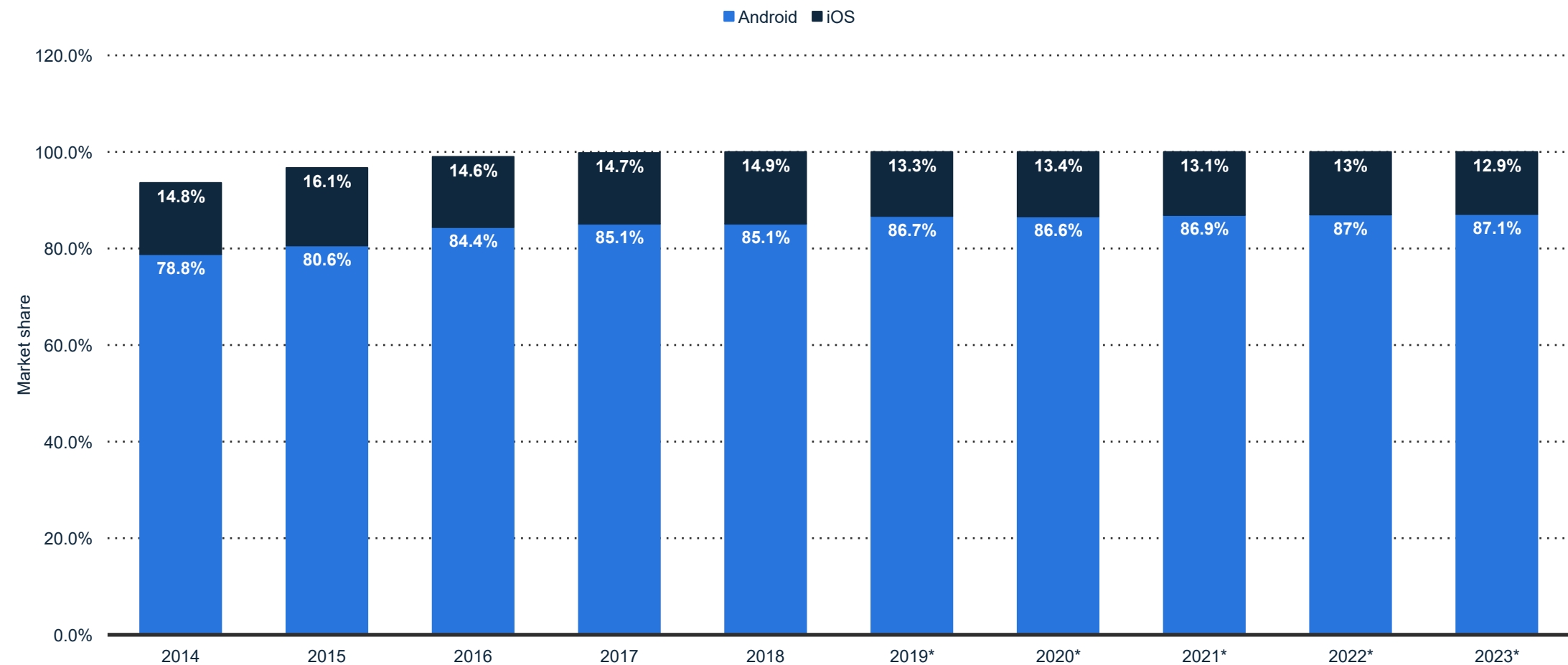
# OPERATING SYSTEMS

Smartphones



# Share of smartphone shipments worldwide by operating system from 2014 to 2023

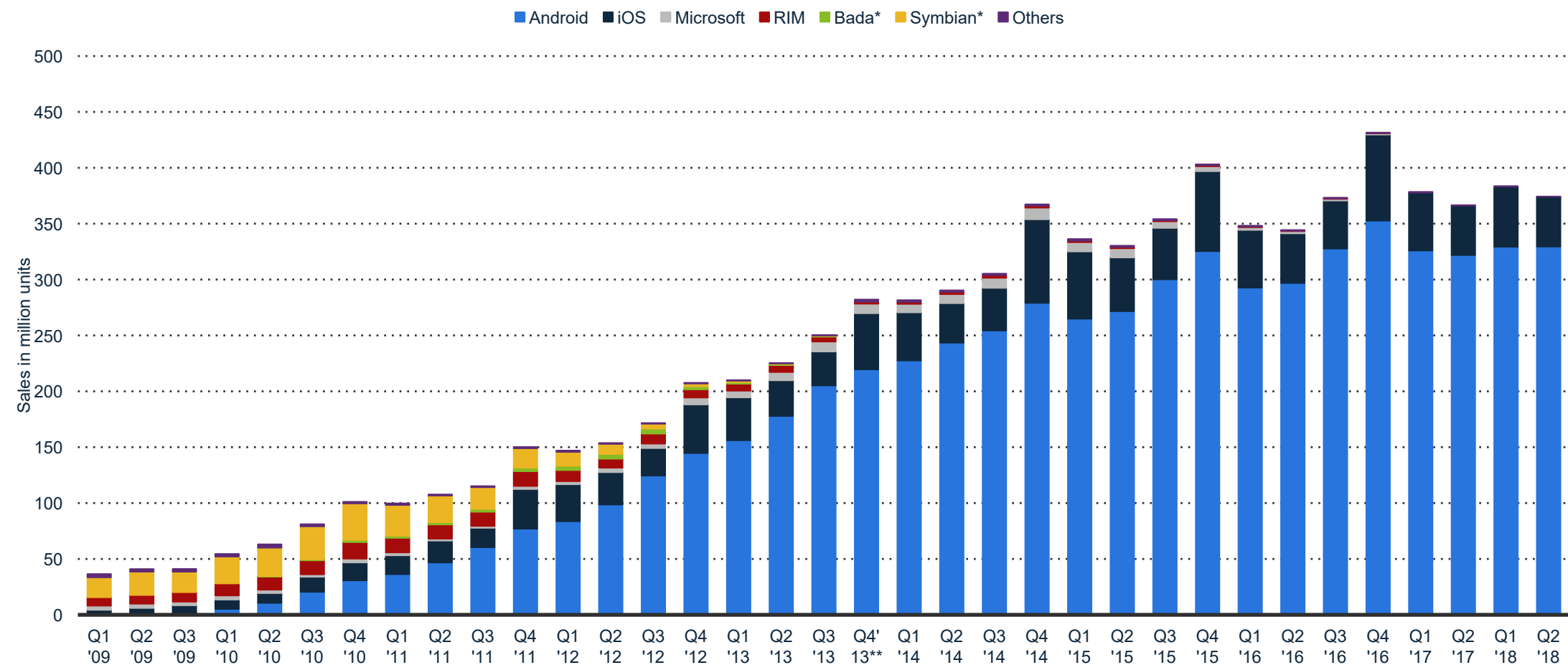
Smartphone shipment share worldwide by operating system 2014-2023



**Note:** Worldwide; 2014 to 2019  
Further information regarding this statistic can be found on [page 63](#).  
**Source(s):** Morgan Stanley; IDC; [ID 277048](#)

# Global smartphone sales to end users from 1st quarter 2009 to 2nd quarter 2018, by operating system (in million units)

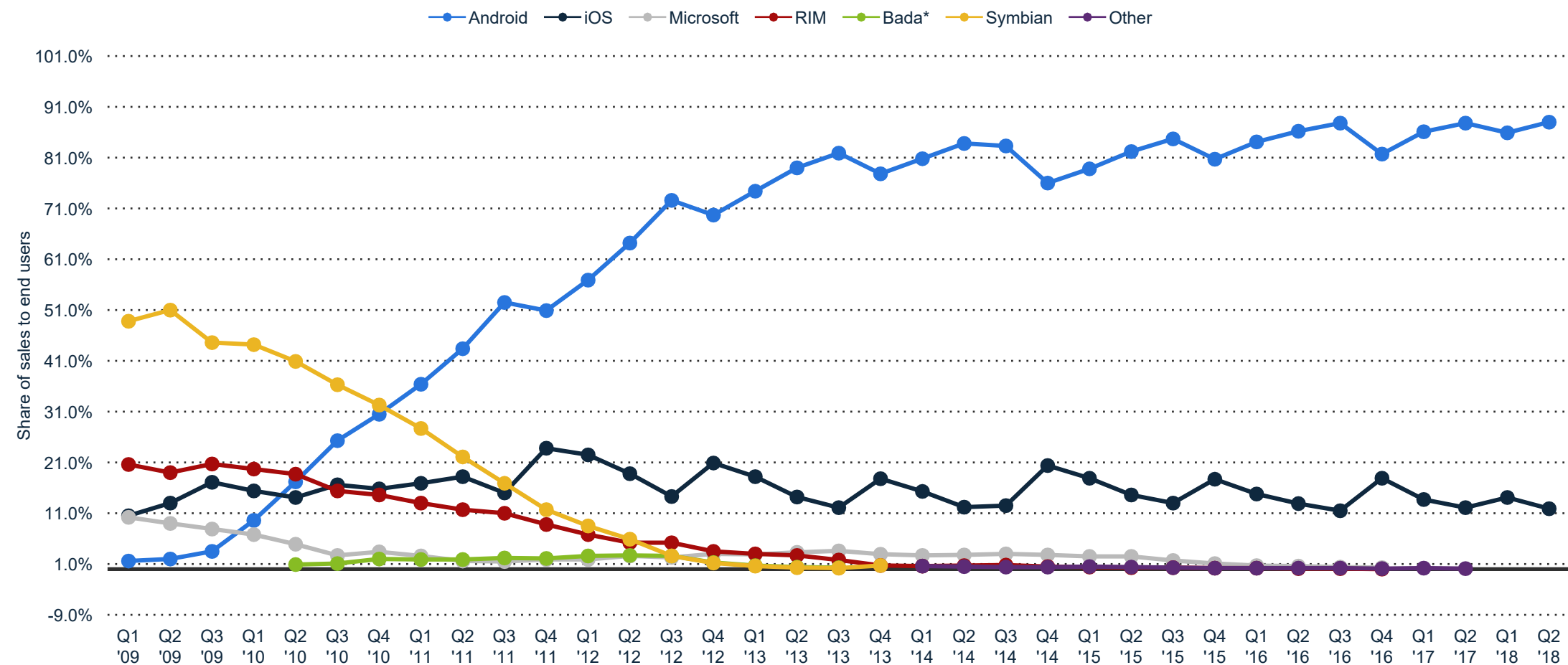
Global smartphone sales by operating system 2009-2018, by quarter



**Note:** Worldwide; 1st quarter 2009 to 2nd quarter 2018  
Further information regarding this statistic can be found on [page 64](#).  
**Source(s):** Gartner; [ID 266219](#)

# Global market share held by the leading smartphone operating systems in sales to end users from 1st quarter 2009 to 2nd quarter 2018

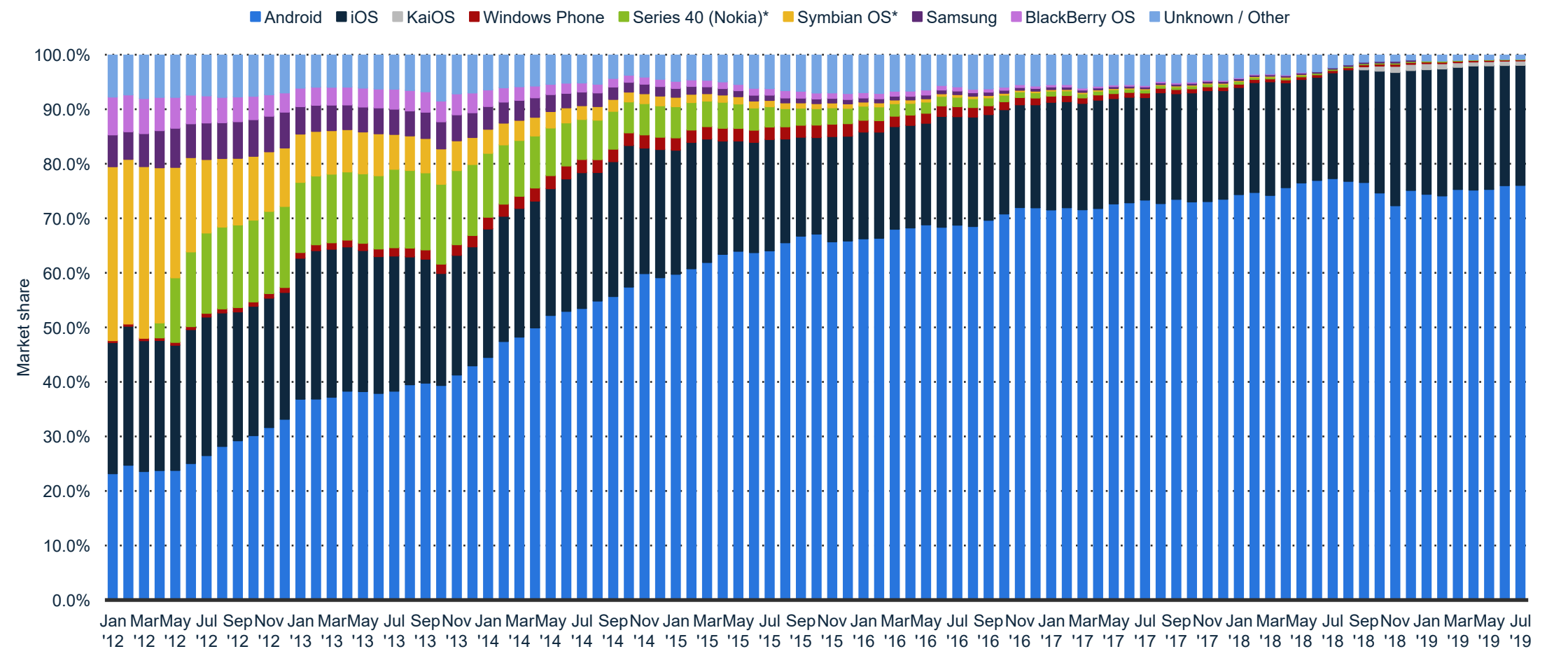
Global market share held by smartphone operating systems 2009-2018, by quarter



**Note:** Worldwide; 2009 to 2018  
Further information regarding this statistic can be found on [page 65](#).  
**Source(s):** Gartner; [ID 266136](#)

# Mobile operating systems' market share worldwide from January 2012 to July 2019

Market share of mobile operating systems worldwide 2012-2019



**Note:** Worldwide; 2012 to 2018

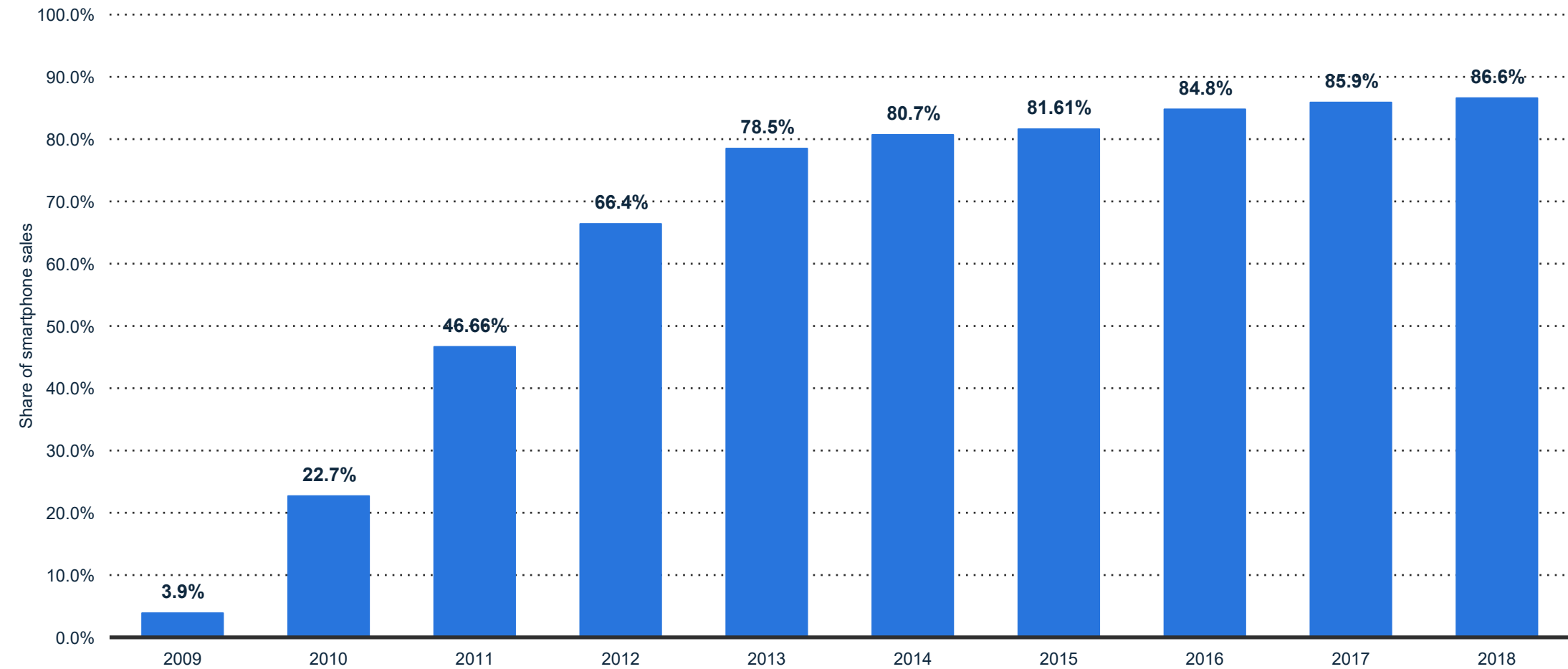
Further information regarding this statistic can be found on [page 66](#).

**Source(s):** StatCounter; [ID 272698](#)



# Android OS market share of smartphone sales to end users from 2009 to 2018

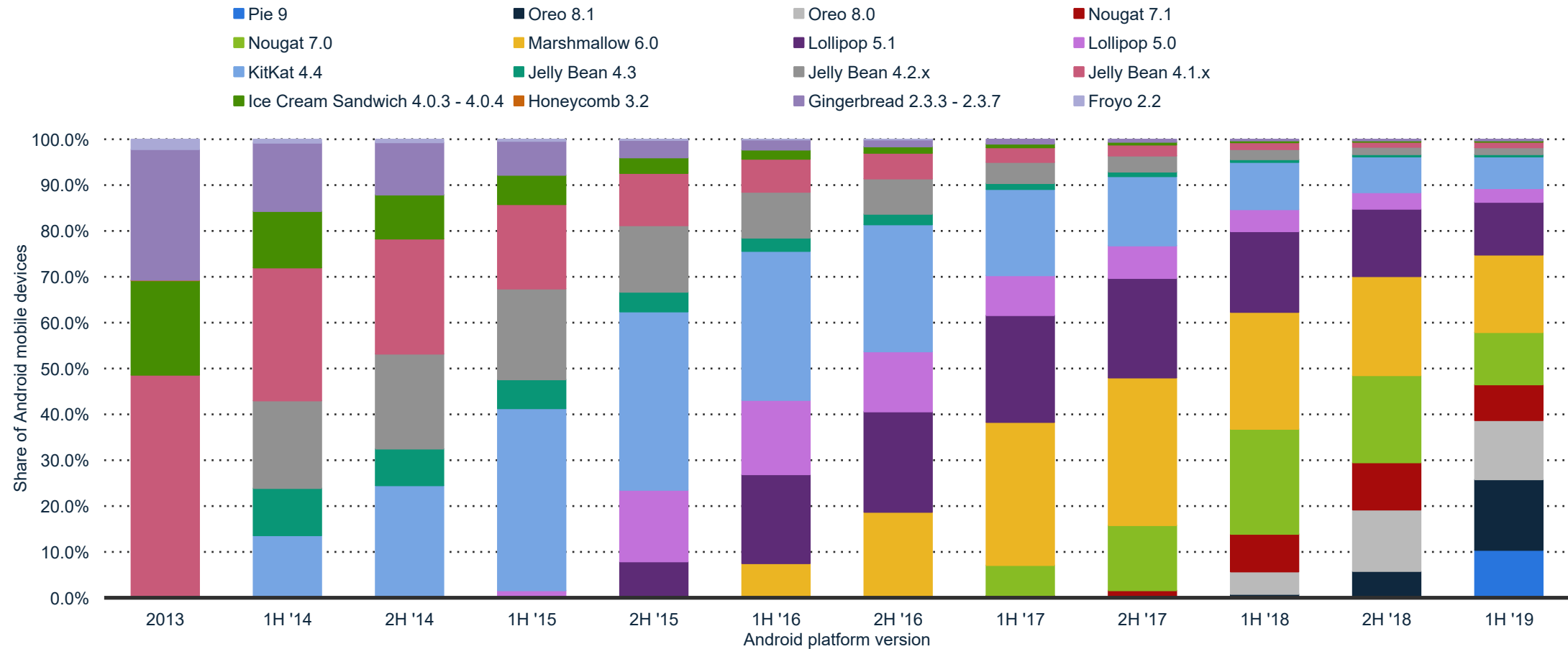
Smartphone market share of the Android operating system 2009-2018



**Note:** Worldwide; 2009 to 2018  
Further information regarding this statistic can be found on [page 67](#).  
**Source(s):** Gartner; [ID 216420](#)

# Android operating system share worldwide by OS version from 2013 to 2019\*

Android OS platform version market share 2013-2019



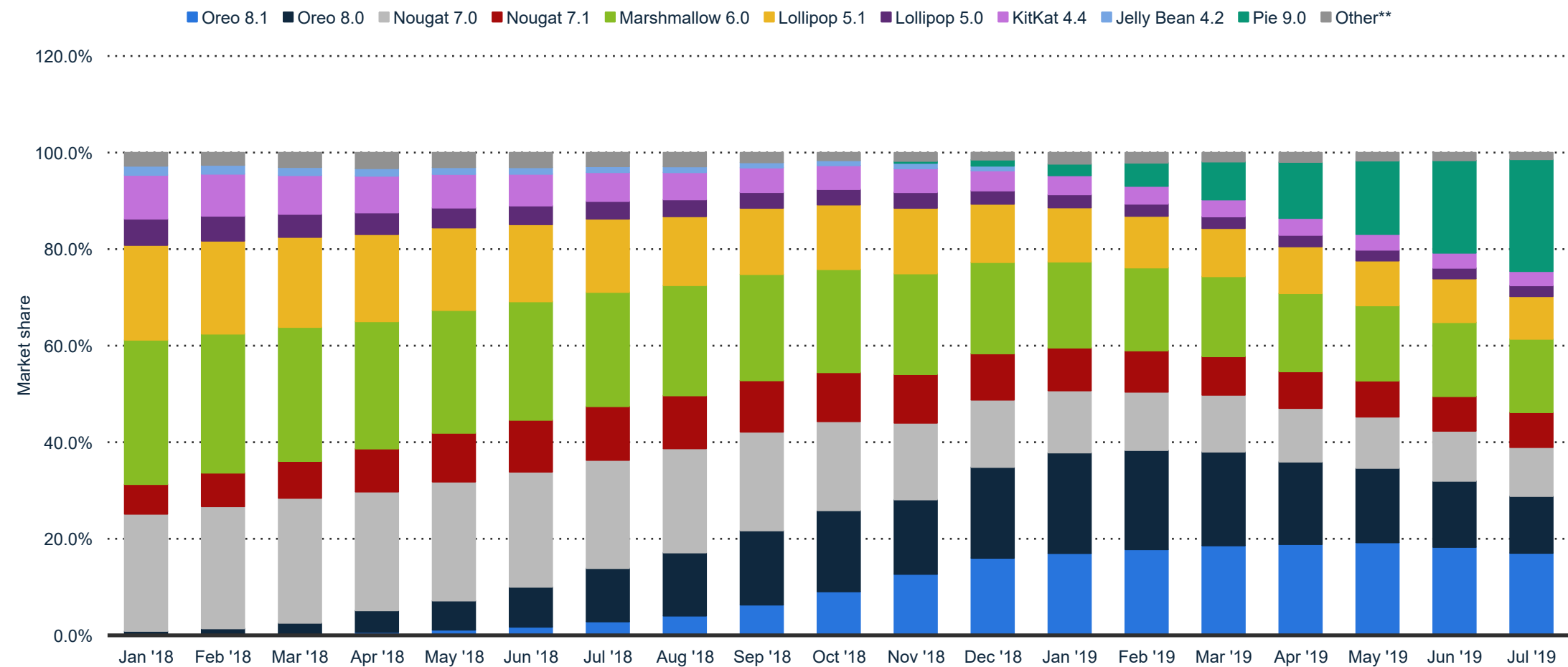
**Note:** Worldwide; 2013 to 2019

Further information regarding this statistic can be found on [page 68](#).

**Source(s):** Android; [ID 271774](#)

# Mobile Android operating system market share by version worldwide from January 2018 to July 2019\*

Mobile Android version market share worldwide 2018-2019



**Note:** Worldwide; 2018 to 2019  
Further information regarding this statistic can be found on [page 69](#).  
**Source(s):** StatCounter; [ID 921152](#)



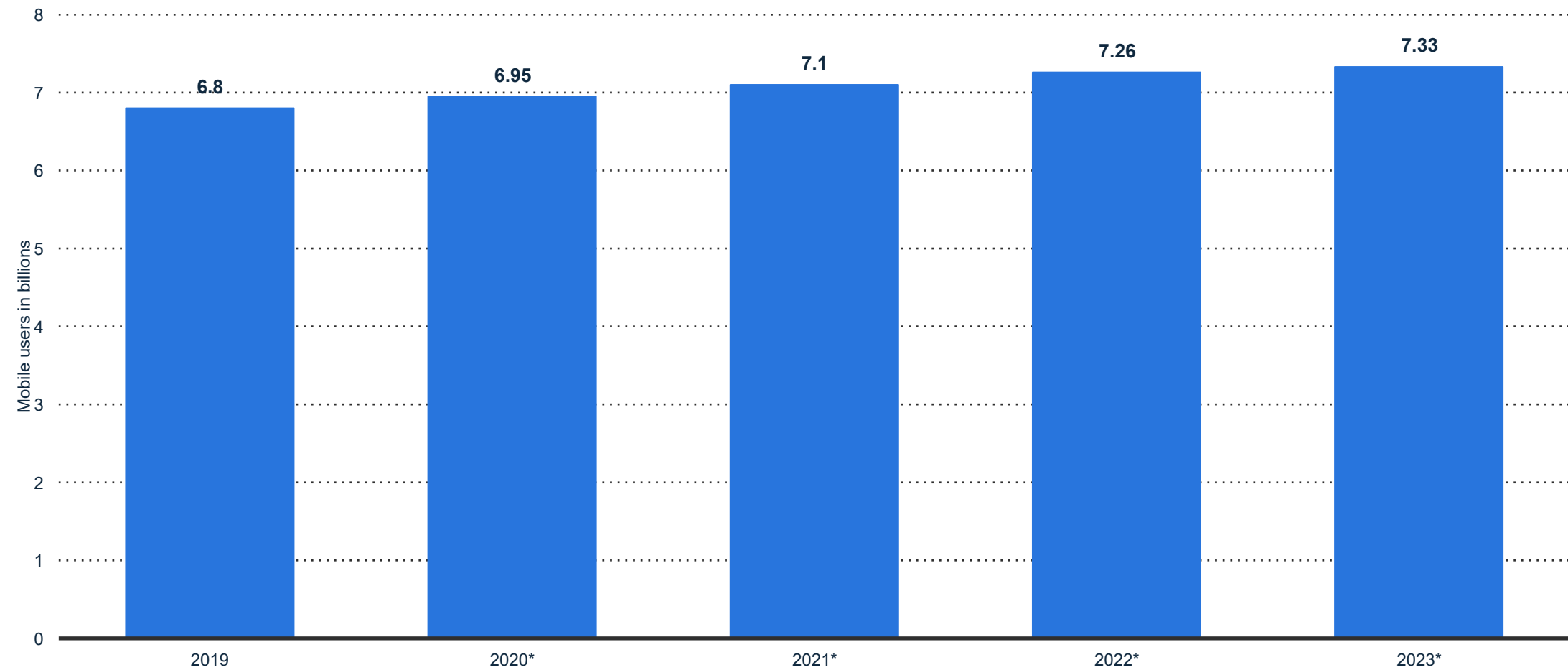
# SMARTPHONE USERS & USAGE

Smartphones



# Forecast number of mobile users worldwide from 2019 to 2023 (in billions)

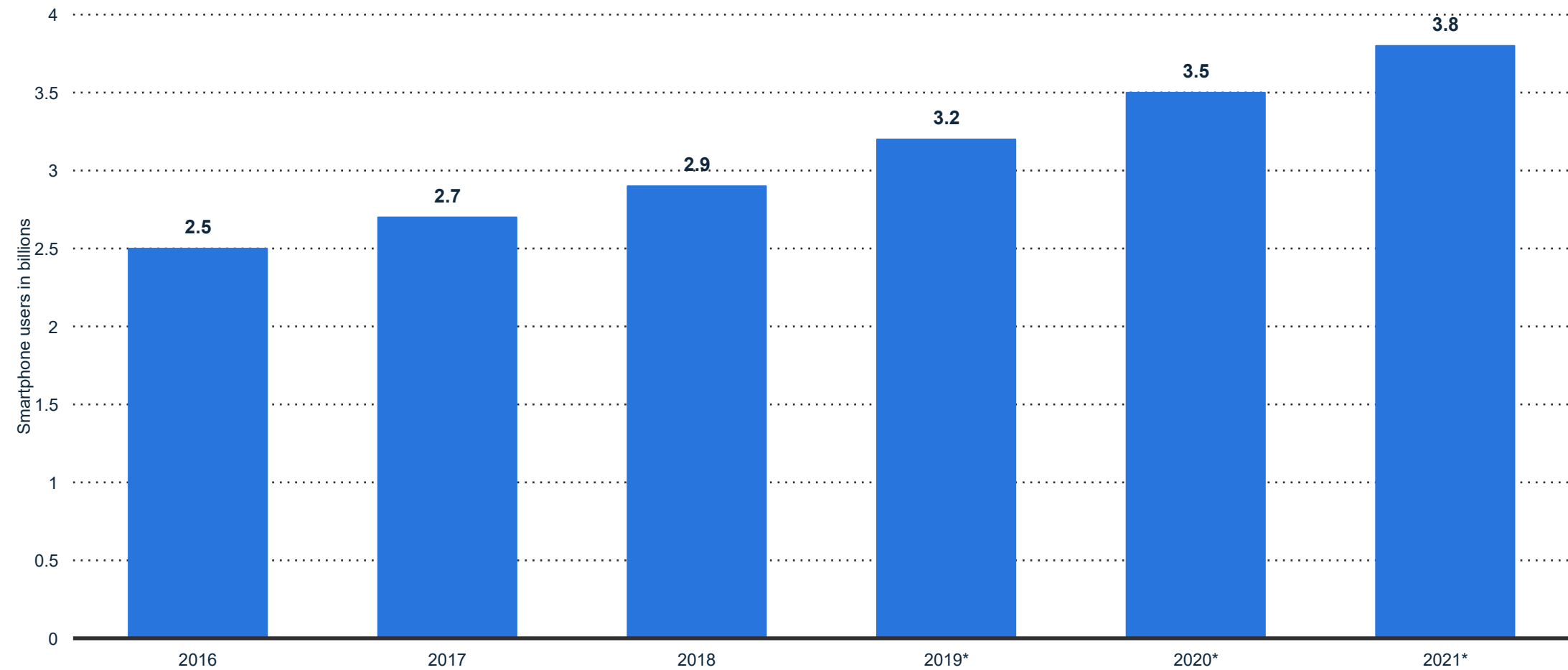
Forecast number of mobile users worldwide 2019-2023



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 70](#).  
**Source(s):** The Radicati Group; [ID 218984](#)

# Number of smartphone users worldwide from 2016 to 2021 (in billions)

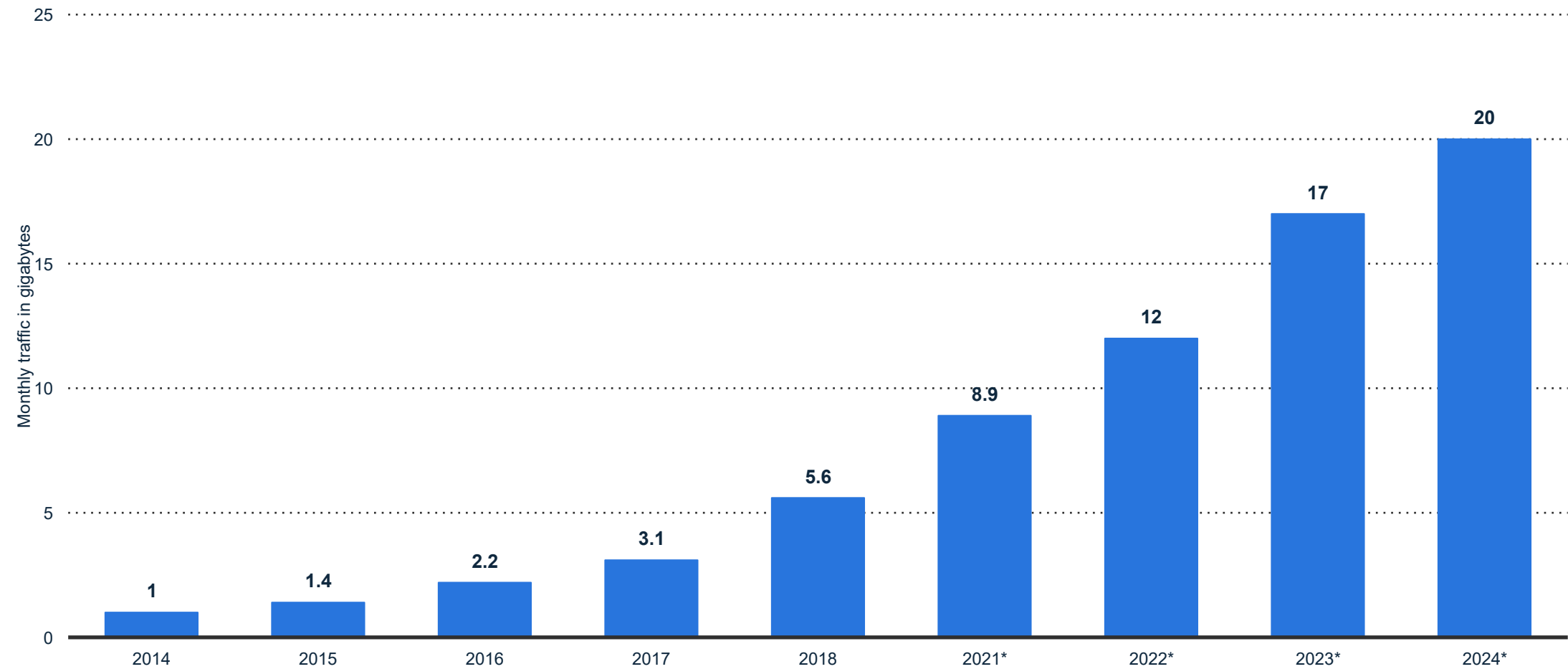
Smartphone users worldwide 2016-2021



**Note:** Worldwide; 2016 to 2019  
Further information regarding this statistic can be found on [page 71](#).  
**Source(s):** Newzoo; [ID 330695](#)

# Mobile data traffic per smartphone worldwide from 2014 to 2024 (in GB/month)

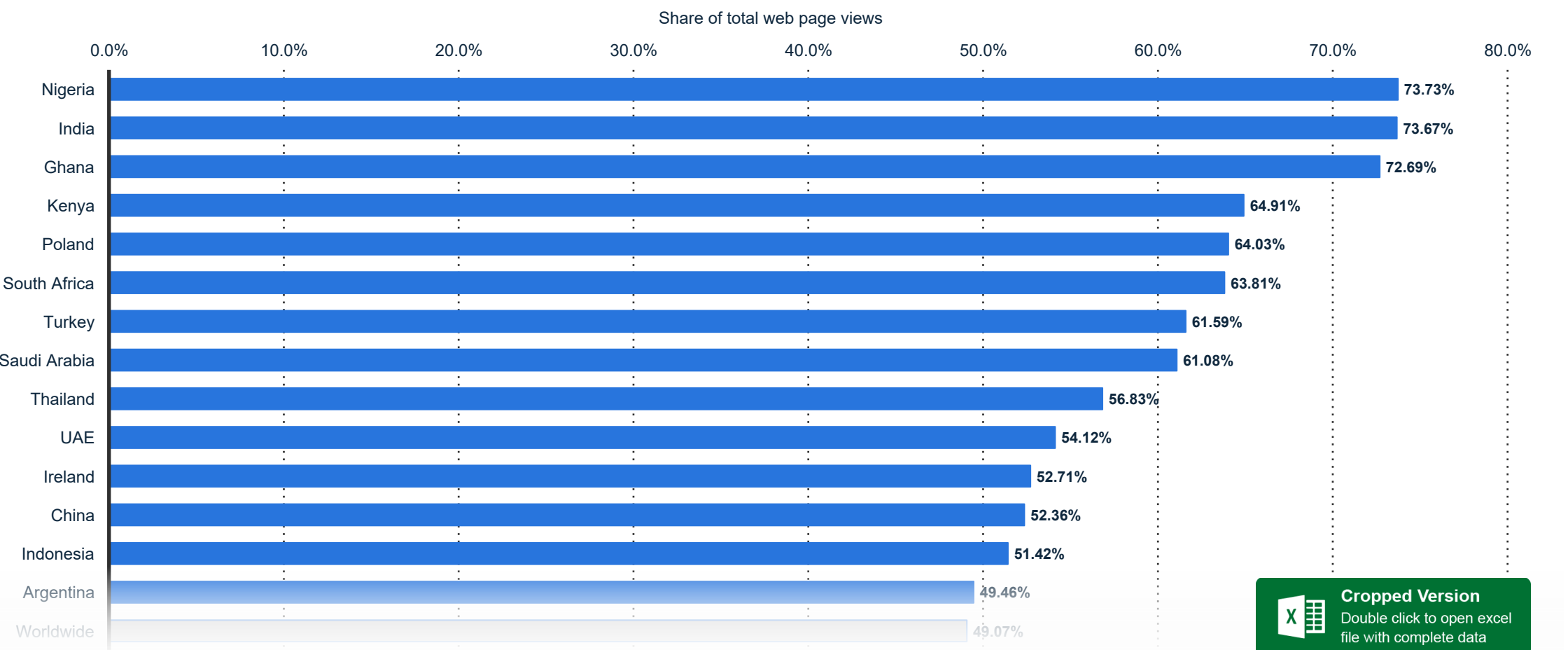
Monthly data traffic per smartphone worldwide 2014-2024



**Note:** Worldwide; 2014 to 2018  
Further information regarding this statistic can be found on [page 72](#).  
**Source(s):** Ericsson; [ID 738977](#)

# Mobile internet traffic as percentage of total web traffic as of March 2019, by country

Share of mobile internet traffic in selected countries 2019

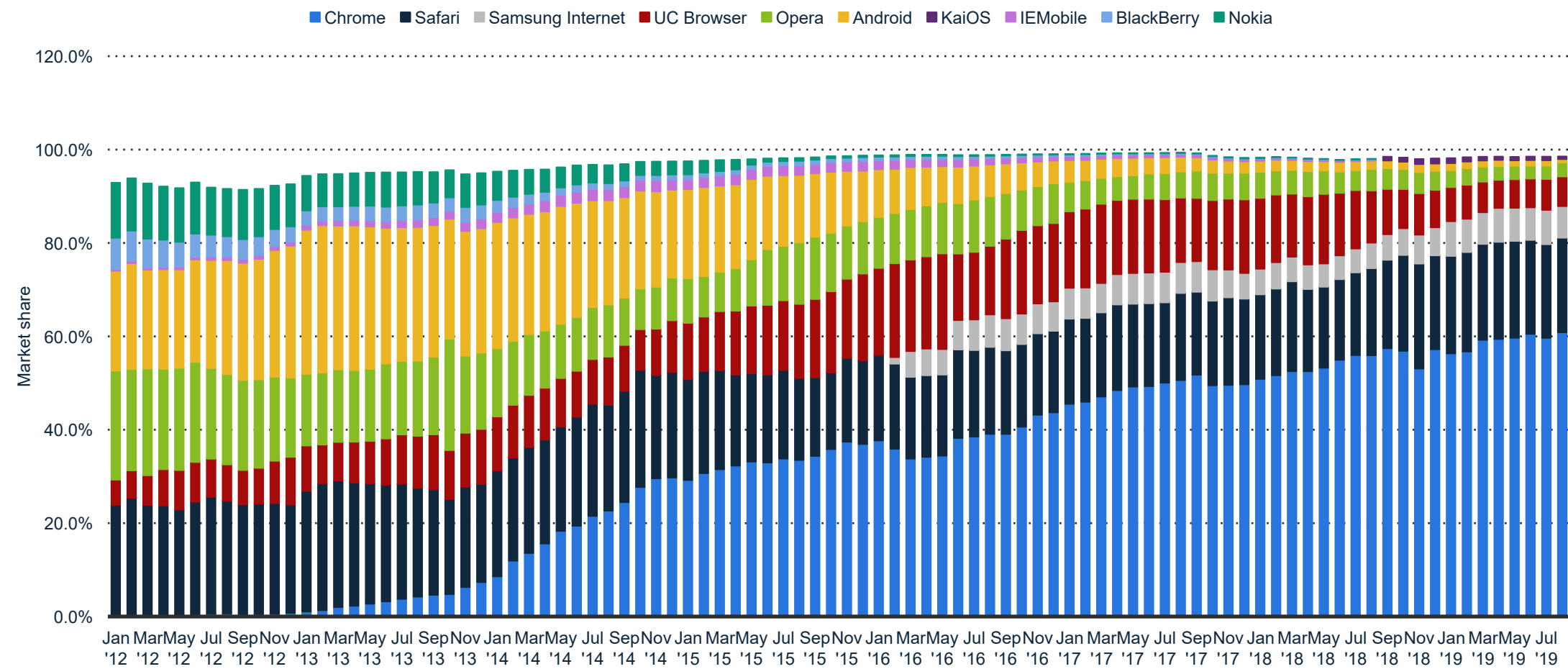


**Note:** Worldwide; March 2019; mobile phones, excluding tablets  
Further information regarding this statistic can be found on [page 73](#).  
**Source(s):** StatCounter; [ID 430830](#)



# Market share held by leading mobile internet browsers worldwide from January 2012 to August 2019

Global market share held by mobile internet browsers 2012-2019



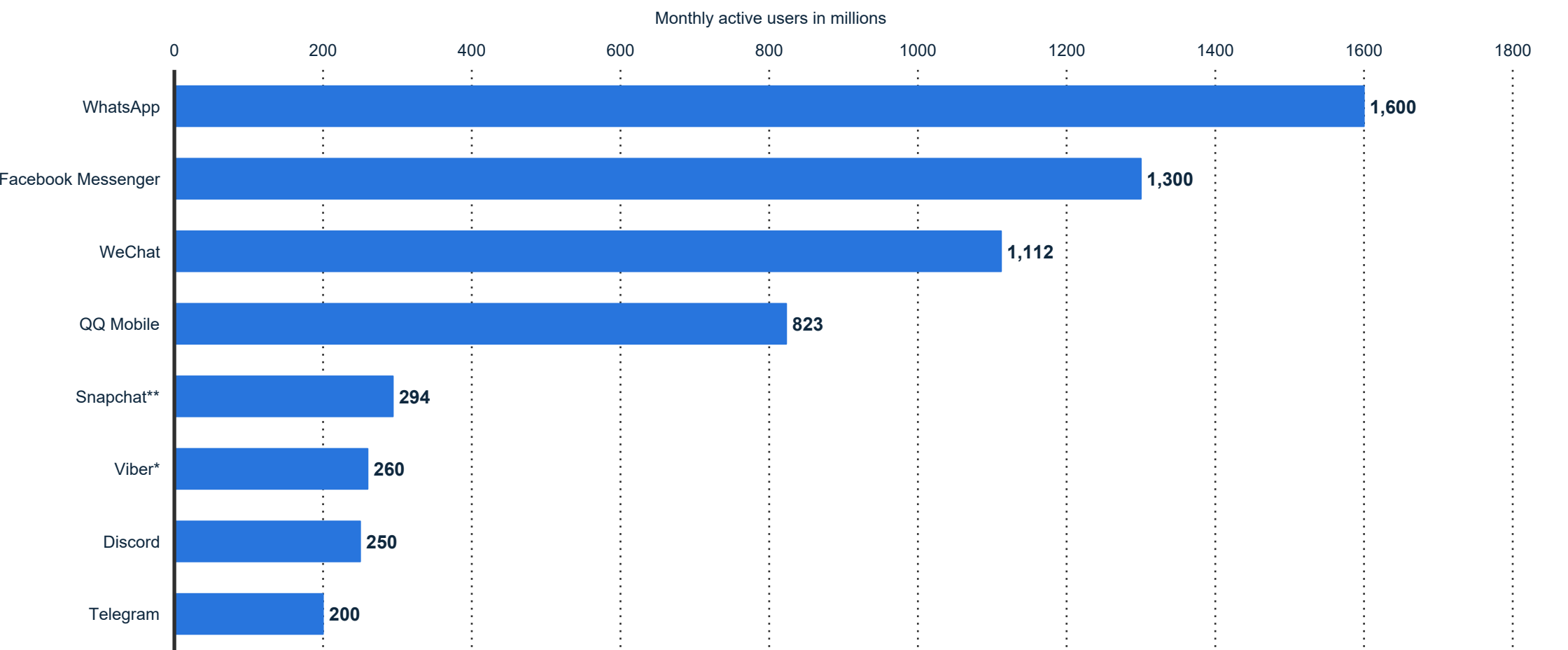
**Note:** Worldwide; January 2012 to August 2019; mobile browser, excluding tablet

Further information regarding this statistic can be found on [page 74](#).

**Source(s):** StatCounter; [ID 263517](#)

# Most popular global mobile messenger apps as of July 2019, based on number of monthly active users (in millions)

Most popular global mobile messaging apps 2019



**Note:** Worldwide; as of July 15, 2019  
Further information regarding this statistic can be found on [page 75](#).  
**Source(s):** We Are Social; Various sources (Company data); Hootsuite; DataReportal; [ID 258749](#)

# REFERENCES

Smartphones

# Smartphone production volume worldwide from 2015 to 2021 (in million units)

Global smartphone production volume 2015-2021

## Source and methodology information

Source(s)	TrendForce; Statista estimates
Conducted by	TrendForce; Statista estimates
Survey period	2015 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista; TrendForce
Publication date	January 2019
Original source	trendforce.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*Forecast

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# Global smartphone shipments forecast from 2010 to 2022 (in million units)

Global smartphone shipments forecast 2010-2022

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	2010 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	January 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*Forecast

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# Smartphone unit shipments worldwide by screen size from 2018 to 2022 (in millions)\*

Smartphone unit shipments by screen size worldwide 2018-2022

## Source and methodology information

Source(s)	IDC; Statista estimates
Conducted by	IDC; Statista estimates
Survey period	August 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	September 2018
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast data

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# Number of smartphones sold to end users worldwide from 2007 to 2020 (in million units)

Global smartphone sales to end users 2007-2020

## Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	2007 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gartner
Publication date	August 2019
Original source	gartner.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Global revenue from smartphone sales from 2013 to 2018 (in billion U.S. dollars)

Smartphone sales revenue worldwide 2013-2018

## Source and methodology information

Source(s)	GfK
Conducted by	GfK
Survey period	2013 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GfK
Publication date	February 2019
Original source	gfk.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Smartphone revenues worldwide from 2011 to 2018 (in billion U.S. dollars)

Smartphone revenues worldwide 2011-2018

## Source and methodology information

Source(s)	<a href="#">Counterpoint Research</a>
Conducted by	<a href="#">Counterpoint Research</a>
Survey period	2011 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	<a href="#">Counterpoint Research</a>
Publication date	March 2019
Original source	counterpointresearch.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Global smartphone shipments from 2007 to 2018, by vendor (in million units)

Smartphone unit shipments worldwide 2007-2018, by vendor

## Source and methodology information

Source(s)	IDC; Gartner
Conducted by	IDC; Gartner
Survey period	2007 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	January 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

Data for 2007 is from Gartner.

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# Share of smartphone shipments worldwide from 2012 to 2018, by vendor

Global market share held by smartphone vendors 2012-2018

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	2007 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	January 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Smartphone shipments by vendor worldwide from 4th quarter 2009 to 2nd quarter 2019 (in million units)

Global smartphone shipments by vendor/manufacturer 2009-2019

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	4th quarter 2009 to 2nd quarter 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	July 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* The source does not provide information for every quarter. \*\* The figures for Q3 2012 to Q3 2013 were taken from Nokia's interim reports.

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# Global market share held by leading smartphone vendors from 4th quarter 2009 to 2nd quarter 2019

Smartphone market share worldwide by vendor 2009-2019

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	4th quarter 2009 to 2nd quarter 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	July 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* The source does not provide information on the market share in every quarter.

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# Manufacturers/brands' share of smartphone production volume (units) worldwide from 2015 to 2019

Global smartphone production volume share 2015-2019, by brand

## Source and methodology information

Source(s)	TrendForce
Conducted by	TrendForce
Survey period	2015 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TrendForce
Publication date	January 2019
Original source	trendforce.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Global smartphone shipments by model in the first half of 2019 (in millions)

Smartphone shipments by model worldwide 2019

## Source and methodology information

Source(s)	Website (gizchina.com)
Conducted by	Informa
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (gizchina.com)
Publication date	September 2019
Original source	gizchina.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Smartphone unit shipments worldwide by model in 1st quarter 2019 (in million units)

Smartphone shipments worldwide 1Q'19, by model

## Source and methodology information

Source(s)	Website (instantflashnews.com)
Conducted by	IDC
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (instantflashnews.com)
Publication date	May 2019
Original source	instantflashnews.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Global average selling price (ASP) of smartphones from 2016 to 2021 (in U.S. dollars)

Average selling price of smartphones worldwide 2016-2021

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	2017 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	May 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast The average selling price (ASP) from 2017 to 2020 was calculated based on the ASP in 2016 and 2021 and a CAGR of 2.3%.

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# Average selling price (ASP) of Android smartphones worldwide in 2017 and 2018 (in U.S. dollars)

Average selling price of Android smartphones worldwide in 2017 and 2018

## Source and methodology information

Source(s)	IDC
Conducted by	IDC
Survey period	2017 and 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IDC
Publication date	December 2018
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*Estimate

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# Average price of smartphones in the United States from 2014 to 2023 (in U.S. dollars), by segment\*

Smartphone (consumer/enterprise) average price in the United States 2014-2023

## Source and methodology information

Source(s)	Daniel Research Group
Conducted by	Daniel Research Group
Survey period	2014 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Daniel Research Group
Publication date	September 2019
Original source	US Personal Device 1975-2023 History & Forecast September 2019
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast data from 2019 to 2023

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# Smartphone unit shipments by price category worldwide from 2012 to 2022 (in millions)

Global smartphone unit shipments 2012-2022, by price category

## Source and methodology information

Source(s)	Statista estimates; IHS Markit
Conducted by	Statista estimates; IHS Markit
Survey period	2012 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	January 2019
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Manufacturing costs for Samsung Galaxy S9+ (64 GB) by component in 2018 (in U.S. dollars)

Samsung Galaxy S9+ (64 GB) manufacturing costs 2018, by component

## Source and methodology information

Source(s)	IHS
Conducted by	IHS
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IHS
Publication date	March 2018
Original source	ihsmarkit.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Manufacturing costs for iPhone Xs Max (64 GB) in 2018, by component (in U.S. dollars)

iPhone Xs Max (64 GB) manufacturing costs 2018, by component

## Source and methodology information

Source(s)	IHS Markit
Conducted by	IHS Markit
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IHS Markit
Publication date	September 2018
Original source	ihsmarkit.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Share of smartphone shipments worldwide by operating system from 2014 to 2023

Smartphone shipment share worldwide by operating system 2014-2023

## Source and methodology information

Source(s)	Morgan Stanley; IDC
Conducted by	Morgan Stanley; IDC
Survey period	2014 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Morgan Stanley; IDC
Publication date	June 2019
Original source	idc.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Global smartphone sales to end users from 1st quarter 2009 to 2nd quarter 2018, by operating system (in million units)

Global smartphone sales by operating system 2009-2018, by quarter

## Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	1st quarter 2009 to 2nd quarter 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gartner
Publication date	August 2018
Original source	gartner.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* The source does not provide information for every quarter. \*\* Figure for 'Others' includes sales if Bada and Symbian phones for Q4' 2013.

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# Global market share held by the leading smartphone operating systems in sales to end users from 1st quarter 2009 to 2nd quarter 2018

Global market share held by smartphone operating systems 2009-2018, by quarter

## Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	2009 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gartner
Publication date	August 2018
Original source	gartner.com
Website URL	<a href="#">visit the website</a>

## Notes:

The source did not release any figures for the fourth quarter of 2009. Figures for Bada have only been released in selected quarters.

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# Mobile operating systems' market share worldwide from January 2012 to July 2019

Market share of mobile operating systems worldwide 2012-2019

## Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2012 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StatCounter
Publication date	August 2019
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>

## Notes:

StatCounter calculates the data based on more than 1.7 billion page views per month worldwide. StatCounter defines a mobile device as a pocket-sized computing device. As a result, tablets are not included. \* StatCounter: "Nokia devices (including some S40 devices) had been grouped largely under Symbian OS. With assistance from Nokia and a number of individual users, this error was corrected on 23rd April 2012 and from that date all Nokia devices are now tracked as Symbian or S40 or Meego as appropriate".

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# Android OS market share of smartphone sales to end users from 2009 to 2018

Smartphone market share of the Android operating system 2009-2018

## Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	2009 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gartner
Publication date	February 2019
Original source	gartner.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Android operating system share worldwide by OS version from 2013 to 2019\*

Android OS platform version market share 2013-2019

## Source and methodology information

Source(s)	Android
Conducted by	Android
Survey period	2013 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Android
Publication date	May 2019
Original source	android.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* 1H '14 - June 4, 2014; 2H '14 - October 8th, 2014; 1H '15 - February 2nd, 2015; 2H '15; 2H '15 - October 19th, 2015; 1H '16 - May 2nd, 2016; 2H '16 - September 5th, 2016; 1H '17 - May 2, 2017; 2H '17 - September 11, 2017; 1H '18 - May 7th, 2018; 2H '18 - September 28th, 2018; 1H '19 - May 7th, 2019

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# Mobile Android operating system market share by version worldwide from January 2018 to July 2019\*

Mobile Android version market share worldwide 2018-2019

## Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2018 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StatCounter
Publication date	August 2019
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Stats are based on aggregate data collected by StatCounter on a sample exceeding 10 billion pageviews per month collected from across the StatCounter network of more than 2 million websites. \*\* Other includes all versions with a share of less than one percent (4.3 Jelly Bean, 4.1 Jelly Bean, 2.3 Gingerbread, 4.0 Ice Cream Sandwich, 2.2 Froyo, 6.1 Marshmallow, 2.0 Eclair)

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# Forecast number of mobile users worldwide from 2019 to 2023 (in billions)

Forecast number of mobile users worldwide 2019-2023

## Source and methodology information

Source(s)	The Radicati Group
Conducted by	The Radicati Group
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Radicati Group
Publication date	January 2019
Original source	Mobile Statistics Report, 2019-2023, page 3
Website URL	<a href="#">visit the website</a>

## Notes:

\*Forecast

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# Number of smartphone users worldwide from 2016 to 2021 (in billions)

Smartphone users worldwide 2016-2021

## Source and methodology information

Source(s)	Newzoo
Conducted by	Newzoo
Survey period	2016 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Newzoo
Publication date	September 2019
Original source	newzoo.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Mobile data traffic per smartphone worldwide from 2014 to 2024 (in GB/month)

Monthly data traffic per smartphone worldwide 2014-2024

## Source and methodology information

Source(s)	Ericsson
Conducted by	Ericsson
Survey period	2014 to 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Ericsson
Publication date	June 2019
Original source	Ericsson Mobility Report 2019, page 34
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast

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# Mobile internet traffic as percentage of total web traffic as of March 2019, by country

Share of mobile internet traffic in selected countries 2019

## Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	March 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	mobile phones, excluding tablets
Published by	StatCounter
Publication date	April 2019
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Market share held by leading mobile internet browsers worldwide from January 2012 to August 2019

Global market share held by mobile internet browsers 2012-2019

## Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	January 2012 to August 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	mobile browser, excluding tablet
Published by	StatCounter
Publication date	September 2019
Original source	gs.statcounter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# Most popular global mobile messenger apps as of July 2019, based on number of monthly active users (in millions)

## Most popular global mobile messaging apps 2019

### Source and methodology information

Source(s)	We Are Social; Various sources (Company data); Hootsuite; DataReportal
Conducted by	Various sources (Company data); DataReportal
Survey period	as of July 15, 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	We Are Social; Hootsuite; DataReportal
Publication date	July 2019
Original source	Digital 2019: Q3 Global Digital Statshot, page 46
Website URL	<a href="#">visit the website</a>

### Notes:

\*Registered users All values are the last reported figures. Telegram figures from company blog.

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