

Android, then Apple, then Windows Phone

WASHINGTON, USA: The Google Android system extended its gains over Apple's iPhone globally in the last quarter of 2013, and Windows Phone grabbed the number three spot, a survey released on Wednesday showed.



Android is dominating the mobile software market with a share of 78.1%. Image: [Pando](#)

The IDC survey found Android had a 78.1% share of global smartphone shipments in the fourth quarter, bolstered by a 40% jump in the number of handsets delivered.

Apple got only a modest boost in the fourth quarter from the release of its new iPhones, with sales up 6.7% compared with a year earlier. That means its market share slipped from 20.9% to 17.6 percent, according to IDC.

The Microsoft Windows Phone platform saw a 46.7% year-over-year rise in sales, which pushed its market share to three percent.

BlackBerry saw its woes intensify with sales falling 77% from a year earlier and the market share sliding to just 0.6%. Moreover, IDC said most of the sales were older devices using the BlackBerry 7 operating system instead of the newer BB10.

IDC said that with many markets becoming saturated, the landscape will be tougher and more competitive, with vendors looking to cut prices.

"In 2013 we saw the sub-US\$200 smartphone market grow to 42.6% of global volume, or 430m units," said IDC's Ryan Reith.

"While the market moves downstream to cheaper products it makes sense for Samsung and others to continue their

marketing investments geared toward high-end products. These efforts build crucial brand perception while having less expensive alternatives that closely relate to these top products helps to close the deal," Reith said.

"For the full year, Android's market share was 78.6% compared with just 15.2% for Apple's iOS, and a measly 3.3% for Windows Phone. Blackberry held just 1.9% of the market," IDC said.

Source: AFP via I-Net Bridge

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