

IDC: W. European Mobile Market Reaches Saturation

Written by Marco Attard
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According to IDC the W. European mobile phone market fails to grow in 2014, making for a 2nd consecutive year of shipment declines-- a clear sign of saturation as overall 2014 shipments drop by -5.2% to 174.1 million units.

Top Western European Mobile Phone Vendors, Total Shipments and Market Share, 2014 Smartphones and Feature Phones (Units in Millions)

| Vendor | 2014 Unit Shipments | 2014 Share | 2013 Unit Shipments | 2013 Market Share | 2014/2013 Change |
|--------------------|---------------------|-------------|---------------------|-------------------|------------------|
| 1. Samsung | 61.4 | 35.3% | 77.7 | 42.3% | -21% |
| 2. Apple | 30.9 | 17.7% | 26.9 | 14.6% | 14.9% |
| 3. Nokia/Microsoft | 19.7 | 11.3% | 25.9 | 14.1% | -23.9% |
| 4. Sony | 15.2 | 8.7% | 14.8 | 8.1% | 2.7% |
| 5. LG Electronics | 8.7 | 5% | 8.1 | 4.4% | 7.4% |
| 6. Others | 38.2 | 22% | 30.3 | 16.5% | 26.1% |
| Total | 174.1 | 100% | 183.7 | 100% | -5.2% |

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

The feature phone segment is worst hit, with shipments dropping by 39% to 28.4m units and revenues worth \$1.4 billion. IDC describes feature phones as nothing less than a niche segment, one representing just 16% of 2014 shipments and 2.2% of total market value.

Meanwhile smartphone shipments reach 145.8m units with 6.4% growth. The category makes 84% of overall 2014 mobile shipments, and is worth \$62.4bn, a 1.7% increase over 2013.

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Top Western European Mobile Phone Vendors, Shipments and Market Share, 2014 Smartphones (Units in Millions)

| Vendor | 2014 Unit Shipments | 2014 Share | 2013 Unit Shipments | 2013 Market Share | 2014/2013 Change |
|--------------------|---------------------|-------------|---------------------|-------------------|------------------|
| 1. Samsung | 51 | 35% | 58.3 | 42.6% | -12.5% |
| 2. Apple | 30.9 | 21.2% | 26.9 | 19.6% | 14.9% |
| 3. Sony | 15.2 | 10.4% | 14.8 | 10.8% | 2.7% |
| 4. Nokia/Microsoft | 10 | 6.9% | 7.6 | 5.5% | 31.6% |
| 5. LG Electronics | 8.6 | 5.9% | 7.7 | 5.6% | 11.7% |
| 6. Others | 30.1 | 20.6% | 21.7 | 15.9% | 38.7% |
| Total | 145.8 | 100% | 137 | 100% | 6.4% |

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

[IDC European Quarterly Mobile Phone Tracker](#) - IDC's quarterly report on the Western European mobile phone market, including shipments, market share, and forecasts.