

Le vendite smartphone nel mondo nel 2015 (dati Strategy Analytics)

| Global Smartphone Vendor Shipments (Millions of Units) | Q4 '14 | 2014 | Q4 '15 | 2015 |
|--------------------------------------------------------|--------------|---------------|--------------|---------------|
| Samsung | 74.5 | 317.2 | 81.3 | 319.7 |
| Apple | 74.5 | 192.7 | 74.8 | 231.5 |
| Huawei | 24.1 | 74.1 | 32.6 | 107.1 |
| Lenovo-Motorola | 24.7 | 92.7 | 20.2 | 73.9 |
| Xiaomi | 17.0 | 61.1 | 19.5 | 72.0 |
| Others | 165.3 | 545.7 | 176.1 | 637.5 |
| Total | 380.1 | 1283.5 | 404.5 | 1441.7 |

| Global Smartphone Vendor Marketshare (%) | Q4 '14 | 2014 | Q4 '15 | 2015 |
|------------------------------------------|---------------|---------------|---------------|---------------|
| Samsung | 19.6% | 24.7% | 20.1% | 22.2% |
| Apple | 19.6% | 15.0% | 18.5% | 16.1% |
| Huawei | 6.3% | 5.8% | 8.1% | 7.4% |
| Lenovo-Motorola | 6.5% | 7.2% | 5.0% | 5.1% |
| Xiaomi | 4.5% | 4.8% | 4.8% | 5.0% |
| Others | 43.5% | 42.5% | 43.5% | 44.2% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% |

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|----------------------------------|-------|-------|------|-------|
| Total Growth: Year-over-Year (%) | 31.0% | 29.6% | 6.4% | 12.3% |
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Source: *Strategy Analytics*