

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%

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