

# **U.S. Smartphone Sales: 4Q11 - Update**

Market Study  
1Q 2012





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## Market Study

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## Abstract

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Throughout the fourth quarter of 2011 (4Q11), U.S. smartphone sales continued increasing, reaching 35.3 million. In this report, “sales” refers to purchases made by the end user.

A variety of hardware and feature trends contributed towards the ongoing growth in U.S. smartphone sales, including continued production of “4G” capable devices (i.e., HSPA+, and in other cases LTE or WiMax compatible), devices with Near Field Communication (NFC) technology, increased smartphone availability at prepaid carriers and a number of smartphones aimed across user segments at many mobile carriers (i.e., variety of price points and device capabilities/features, different operating systems (OSes) to choose from, etc.).

Many new smartphones in 4Q11 had 1 GHz processors or greater (up to 1.5 GHz), with several dual-core models available. Processor speed, 4G connectivity, as well as slimmer/ compact handset design, and larger screens are all likely to persist as device differentiators from the consumer perspective.

From a mobile operating system (OS) vantage point, 4Q11 saw extensive activity. Apple released its iPhone 4S across three major U.S. carriers, which included expanded capabilities by way of iOS5 and iCloud. Similarly, Android Ice Cream became available on the Samsung Galaxy Nexus, and Android continued to spread across U.S. smartphones and comprised the majority of smartphones sold in 4Q11. Similarly, Microsoft released Windows Phone Mango on devices made by HTC and Samsung, with Nokia devices to follow in 2012.

*iGR* examines the growth trajectory of smartphones (as well as non-smartphones, comprised of feature and texting phones) throughout 4Q11, and the resultant impact on mobile OSes and mobile OEMs in the following report.

Key Questions Addressed:

- What were U.S. handset sales throughout 2011 (1Q11-4Q11)?
- What were U.S. smartphone and non-smartphone sales during 4Q11?
- What were U.S. handset sales throughout 2011 (1Q11-4Q11) by mobile OS and major OEMs?
- What were U.S. handset sales during 4Q11 by mobile OS and major OEMs?
- What were the prominent U.S. wireless device trends in 4Q11?
- What were the notable U.S. wireless consumer trends in 4Q11?
- What were the main smartphones produced by major OEMs in 4Q11?

This report is recommended for:

- Cellular carriers, particularly those in the U.S.
- Private/ Independent mobile device retailers with U.S. customers
- Mobile device OEMs interested in the U.S. market
- Mobile software developers creating content for U.S. end users
- Financial and investment analysts.