



Growth in the Russian Smartphone Market Could Be Disrupted by Developments on the Huawei Front, says IDC

FOR IMMEDIATE RELEASE, Moscow — Smartphone shipments continued to increase in Russia in the first three months of 2019, as a stabilizing currency helped counteract waning consumer disposable income.

A total of 6.38 million smartphones were shipped into Russia during the first quarter of the year (Q1 2019), which represents 8.2% growth over the same quarter in 2018. In U.S. dollar terms, the Russian smartphone market value was flat at \$ 1.68 billion (retail minus sales tax). In addition, feature phone shipments totaled 1.75 million, a similar figure to the same quarter in the previous year.

Huawei continued to rise in the smartphone market, capturing over 36% share of the total. Huawei's second brand, Honor, took over a quarter of the market on its own, outranking Samsung for the first time. Xiaomi recovered from a weak fourth quarter, but its share did not increase over Q1 2018.

“Nearly all smartphones sold in Russia are now LTE, while the major trend is a continuing move towards larger screens – more than a third of phones sold have screens bigger than six inches. A year ago, the figure was less than two percent,” says Olga Babinina, research analyst at IDC Russia. There is also a rapid move towards more internal memory, with the proportion of phones with 128GB RAM or more doubling over the last year to 14%.

The average sales price of a smartphone at retail before sales tax fell back slightly from recent increases, to \$246.

"Generally speaking, the smartphone market has matured in Russia and become fairly stable," says Simon Baker, program director at IDC EMEA. "This all changed, however, at the beginning of May, with the U.S. decision to put Huawei on a list of companies to boycott. All bets are now off on how the market will develop in the rest of the year."

Huawei has made a very strong showing in Russia, where it sells twice as many smartphones as in any other European country. “While implementation of the ban has been delayed for 90 days, Google has announced that future Huawei and Honor models cannot continue to be supported with Android. The market awaits the reaction to this from Russian consumers.”

Ranking of smartphone brands	
Q1 2018	Q1 2019
<ol style="list-style-type: none"> 1. Samsung 2. Honor 3. Apple 4. Samsung 5. Xiaomi 6. Xiaomi 7. Honor 8. Apple 9. Huawei 10. Huawei 	
Total market share	
70%	86%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, 2019

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About IDC's Worldwide Quarterly Mobile Phone Tracker

IDC's Worldwide Quarterly Mobile Phone Tracker fills the demand for detailed and timely information on the total mobile phone and smartphone markets for handset vendors, software developers, service providers, component suppliers, and investors. It provides insightful analysis through quarterly market share data by region. IDC's Worldwide Quarterly Mobile Phone Tracker is built on the foundation of IDC's network of country-level mobile phone tracking services, and its bottom-up methodology delivers an accurate view of the mobile phone market from those closest to it. This IDC tracker product delivers a quarterly web database that details the performance of the market's individual players and answers important product-planning and product-positioning questions.

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For more information contact:

Yana Frolova
yfrolova@idc.com
7495747747