



**IDC: Samsung regained market leadership in the Russian smartphone**

# IDC: Samsung Regains Top Spot in Russian Smartphone Market

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**FOR IMMEDIATE RELEASE, Moscow** — Samsung has dethroned Huawei to regain the top position in the Russian smartphone market. Samsung shipped more than 2.5 million devices to Russia in Q2 2019, according to research by International Data Corporation (IDC).

IDC's Worldwide Quarterly Mobile Phone Tracker found that total smartphone shipments to Russia reached 7.3 million units in Q2, a 3.7% year-on-year increase. However, the value of the market slipped 4% year on year, to \$1.63 billion. This occurred despite the appreciation of the ruble against the dollar and euro in H1 2019.

Huawei's market share has tumbled since the vendor was hit by restrictions on its ability to conduct business with U.S. companies. Samsung's rebound was led by strong sales of its Galaxy A series, from the budget-priced A10 to the midrange A50. Sales of the top-range A70 were slower than anticipated.

“The success of the new Samsung range helped reshape the smartphone market in the second quarter,” said Olga Babinina, mobile phone analyst at IDC Russia. “Samsung pushed devices in the \$100–\$300 price segments. The prices for these phones are relatively low, but they have large screens. In Q2, every second smartphone shipped to Russia had a screen size of six inches or bigger.”

Citing national security concerns, the U.S. government has imposed restrictions that limit the ability of U.S. companies, including Google, developer of the Android operating system, to have commercial relations with Huawei.

Huawei's shipments to Russia slumped to 2.1 million in Q2. This marked a year-on-year increase but was 15.1% lower than in Q1 2019, when Huawei led the Russian market. Across Europe as a whole, Huawei's shipments were down 22.4% in Q2.

Huawei has partnered with Russian telecoms leader MTS to push its Honor smartphone brand and offer money-back guarantees to customers if the vendor cannot provide support for Android apps. But this initiative was not introduced until after Q2.

Xiaomi has benefited from Huawei's difficulties. The vendor shipped more than 1 million units to Russia in Q2, its highest level of the past three quarters.

"The U.S. ban on American companies having commercial relations with Huawei took effect halfway through Q2," said Simon Baker, IDC program director for mobile devices in Europe, the Middle East, and Africa. "The full impact has not yet been registered. The issue is likely to weigh on Huawei's position in the Russian market for some time."

## **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the IT, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community make fact-based technology decisions to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at @IDC.

### **About IDC's Worldwide Quarterly Mobile Phone Tracker**

IDC's Worldwide Quarterly Mobile Phone Tracker fills 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 t IDC's network of country-level mobile phone tracking services. The tracker's 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.

## **About IDC**

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

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