

[Log in](#) | [Register](#)



International **MobileLife** **CTIA WIRELESS 2010** MARCH 23-25
A Division of CTIA-The Wireless Association®
It's just the beginning! **REGISTER NOW**
LAS VEGAS CONVENTION CENTER LAS VEGAS, NV, USA

Search Wireless Week

Search

Subscriptions

[Advanced Search](#)

[Home > News](#)[RSS Feeds](#)[Newsletters](#)[Bookmarks](#)[\[-\] Text \[+\]](#)

Handset Sales Rebound in Q4

Posted In: [Economy](#) | [Handsets](#) | [FirstNews](#)

By Maisie Ramsay

Friday, January 29, 2010

The recession appears to have ended, at least when it comes to handset sales. The global handset market rebounded with double-digit growth in the fourth quarter as the holiday season and pent-up demand accelerated sales, according to research firms IDC and Strategy Analytics.

"The 10 percent increase was the handset market's first quarter of positive growth since the [third quarter of] 2008, signaling an end to the industry's recession, which first began during [the fourth quarter of] 2008 and lasted for four quarters," Strategy Analytics Director Neil Mawston said in a research report.

Strategy Analytics reported that handset shipments grew 10 percent in the fourth quarter, to 324 million units. IDC gave a slightly more optimistic view, reporting that the worldwide mobile phone market grew 11.3 percent on shipments of 325.3 million units.

IDC Senior Research Analyst Kevin Restivo said main growth drivers were demand in the United States and Asia/Pacific region.

Nokia held its long-term spot as the No. 1 handset vendor in terms of shipments, with Samsung coming in second with about 69 million units shipped. LG came in third with about 34 million units while Sony Ericsson and Motorola rounded out IDC's top five list with shipments of about 14.5 million and 12 million, respectively. Apple shipped 8.7 million iPhones in the fourth quarter, bringing its worldwide market share to 2.7 percent.

Strategy Analytics expects shipments of mobile handsets to grow 8 percent in the first quarter of 2010. Some regions, particularly South America, will face a more difficult recovery than others.



Email 11 tweets
Print retweet

JOIN THE DISCUSSION

Rate Article: ☆☆☆☆☆ Average 0 out of 5

Register Or Log In To Comment On This Article!

0 COMMENTS

ADD COMMENT

Text Only 2000 character limit

Page 1 of 1

Related Most Popular

ABI: iPhone Loses Ground in Q4
Feb 2

Handset Sales Rebound in Q4
Jan 29

AT&T: Wireless Is Top Investment Priority
Jan 28

Deloitte Forecast: 2010 a Grim One for Carriers
Jan 26

SpiderCloud Raises \$25M in Latest Round
Feb 1



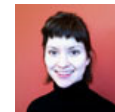
Recent Blogs



Did Jobs Really Say That?

Feb 1

Looks like Steve Jobs gave his own version of a State of the Union address.



Don't Dismiss a Motorola Turnaround Just Yet

Jan 28

Despite the 24 percent drop in handset sales, Motorola is actually doing pretty well for itself.



Apple's Playing Favorites on VoIP

Jan 28

Upon closer inspection of the iCall app rolled out today, the company's claims that its service provides "unrestricted free local and long distance calling over 3G data networks" are far from the truth. While iCall truly is the first

Multimedia



Colbert Takes iPad to Grammys

Feb 2

Colbert Takes iPad to Grammys



Google Nexus One Settings Demo

Jan 22

Nexus One Demo



Verizon Palm Pre and Pixi Plus

Jan 22

Pre and Pixi Plus Demo



Paid Advertisement:

Buy **Wholesale** and Retail **Cell Phone Accessories** Online

Get **Free Cell Phones** and **Cell Phone Accessories** at up to 80% off retail!

Huge savings + Free shipping on **Cell phone accessories** and **Cell Phones!**
Choose **Free phones** from **AT&T, Verizon, Sprint & T-Mobile Cell Phones**

[Wholesale cell phone accessories](#)

[Retail Cell Phone Accessories](#)

For Sale:
Motorola Harmony-30+ EBTS sites,
legacy and Quad BR's
Call Alan Gingold: 763 784-6938

