

According to IDC the W. European mobile phone market fails to grow in 2014, making for a 2nd consecutive year of shipment declines-- a clear sign of saturation as overall 2014 shipments drop by -5.2% to 174.1 million units.

**Top Western European Mobile Phone Vendors, Total Shipments and Market Share, 2014 Smartphones and Feature Phones (Units in Millions)**

Vendor	2014 Unit Shipments	2014 Share	2013 Unit Shipments	2013 Market Share	2014/2013 Change
1. Samsung	61.4	35.3%	77.7	42.3%	-21%
2. Apple	30.9	17.7%	26.9	14.6%	14.9%
3. Nokia/Microsoft	19.7	11.3%	25.9	14.1%	-23.9%
4. Sony	15.2	8.7%	14.8	8.1%	2.7%
5. LG Electronics	8.7	5%	8.1	4.4%	7.4%
6. Others	38.2	22%	30.3	16.5%	26.1%
<b>Total</b>	<b>174.1</b>	<b>100%</b>	<b>183.7</b>	<b>100%</b>	<b>-5.2%</b>

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

The feature phone segment is worst hit, with shipments dropping by 39% to 28.4m units and revenues worth \$1.4 billion. IDC describes feature phones as nothing less than a niche segment, one representing just 16% of 2014 shipments and 2.2% of total market value.

Meanwhile smartphone shipments reach 145.8m units with 6.4% growth. The category makes 84% of overall 2014 mobile shipments, and is worth \$62.4bn, a 1.7% increase over 2013.

**Top Western European Mobile Phone Vendors, Shipments and Market Share, 2014 Smartphones (Units in Millions)**

Vendor	2014 Unit Shipments	2014 Share	2013 Unit Shipments	2013 Market Share	2014/2013 Change
1. Samsung	51	35%	58.3	42.6%	-12.5%
2. Apple	30.9	21.2%	26.9	19.6%	14.9%
3. Sony	15.2	10.4%	14.8	10.8%	2.7%
4. Nokia/Microsoft	10	6.9%	7.6	5.5%	31.6%
5. LG Electronics	8.6	5.9%	7.7	5.6%	11.7%
6. Others	30.1	20.6%	21.7	15.9%	38.7%
<b>Total</b>	<b>145.8</b>	<b>100%</b>	<b>137</b>	<b>100%</b>	<b>6.4%</b>

Source: IDC European Quarterly Mobile Phone Tracker, February 2015

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