



Russian Smartphone Market Increases by 18.2% in Value as Consumers Keep Spending, According to IDC

FOR IMMEDIATE RELEASE, Prague — According to quarterly tracker research by International Data Corporation (IDC), the smartphone market in Russia showed resilience against currency instability in Q3 2018. Overall market value (including feature phones) was \$2.14 billion during the quarter, based on shipments of 11.5 million phones. While this represents a negligible difference in volume terms year on year, the consumer shift to smartphones resulted in market value growth of 18.2%.

For the second quarter in a row, smartphone average selling price (ASP) posted a slight drop, with an Android device selling for about \$183 (around 14,000 rubles) in Q3, which is considerably less than the \$272 average in Central Europe and the \$388 ASP in Western Europe. New, wider-aspect screens continued to gain in popularity, as devices with screen sizes exceeding six inches claimed a double-digit share of the market for the first time.

"Among vendors on the Russian market, Huawei drew level with Samsung for market leadership, as both recorded device shipments of just over two million. Together, they accounted for almost half of the market," says Olga Babinina, mobile phone market research analyst for IDC Russia and CIS. "Xiaomi failed to increase its market share, and lost its challenge for second place, dropping behind Apple for third place."

"Huawei is increasing its market share across Central and Eastern Europe, as well in Europe generally," says Simon Baker, program director for mobile devices at IDC CEMA. "Samsung has a smaller share of the Russian smartphone market than it does in Central Europe, making it easier for Huawei to draw level," he adds.

Apple claimed more than a third of Russian smartphone market value, even though the new XS models were only available for a few days at the end of the quarter, and the sibling XR model was not on sale until Q4.

Despite recent further drops in the ruble, and the possibility further sanctions against Russia, distributors do not expect a marked drop in the amount Russians are prepared to spend on new smartphones, and shipments in Q4 — a key sales period that includes Christmas and the new year — are expected to be strong.

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