

# Apple Grows iPhone Share in US, Despite Overseas Challenge

iPhone share grows, but Android still dominates

## ARTICLE

eMarketer Editors

**W**hile iPhone sales have been lackluster in some overseas markets, Apple's smartphone continues to gain users in the US. According to our latest forecast, the iPhone's user base ticked up 5.0% in 2018 and will grow another 3.2% this year.

### US Smartphone Users, by OS, 2018-2021

millions, % change and % of total

	2018	2019	2020	2021
<b>Android</b>	<b>120.5</b>	<b>124.4</b>	<b>127.8</b>	<b>130.6</b>
—% change	4.1%	3.3%	2.8%	2.2%
—% of total	53.3%	53.4%	53.6%	53.8%
<b>iOS</b>	<b>101.9</b>	<b>105.2</b>	<b>108.0</b>	<b>110.3</b>
—% change	5.0%	3.2%	2.7%	2.1%
—% of total	45.1%	45.2%	45.3%	45.4%
<b>Windows Phone</b>	<b>1.8</b>	<b>1.6</b>	<b>1.3</b>	<b>1.2</b>
—% change	-24.5%	-9.9%	-19.5%	-7.4%
—% of total	0.8%	0.7%	0.6%	0.5%
<b>BlackBerry</b>	<b>0.7</b>	<b>0.6</b>	<b>0.5</b>	<b>0.2</b>
—% change	-37.7%	-14.2%	-18.0%	-49.1%
—% of total	0.3%	0.3%	0.2%	0.1%
<b>Other</b>	<b>1.1</b>	<b>0.9</b>	<b>0.8</b>	<b>0.6</b>
—% change	-13.8%	-16.5%	-11.2%	-27.2%
—% of total	0.5%	0.4%	0.3%	0.3%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, March 2019

245714

www.eMarketer.com

In 2019, 105.2 million people in the US will use an iPhone, giving Apple a 45.2% share of the country's smartphone market. That share will grow 0.1% each year through 2021.

“The variety of iPhones available at different price points has contributed to its continued success in the US,” said eMarketer forecasting director Shelleen Shum. “The Apple ecosystem, along with the brand’s reputation for creativity and privacy, is still remarkably effective in maintaining user loyalty and attracting new users.”

Android will continue to dominate the US smartphone market, having overtaken Apple in 2011. This year, Android usage will grow 3.3% to 124.4 million people. Its share of US smartphone users will increase to 53.4% in 2019, and reach 53.8% by 2021.

“The good news for major players is that less-expensive smartphones from Chinese manufacturers, like Xiaomi and Huawei, do not pose an immediate threat in the US due to the lack of availability from local carriers,” Shum said.

Total smartphone usage in the US will grow 3.0% this year to reach 232.8 million people. In 2019, smartphone usage will surpass 70% of the US population.