

Samsung Beats Apple in Yearly Sales Figures With Galaxy Edge Series

Submitted by: Mobile Phones Direct

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- Samsung sales have risen 13% in the past year and overtake Apple by 3%
- Samsung Edge makes up 55% of the Samsung market
- Release of S7 series breaks Samsung record sales

The Apple-Samsung power struggle is starting to tip in Samsung's favour as over the past year they knock Apple from a 54% share of sales to 41%.

This sees the first time Samsung outsold Apple in the latter half of the year despite Apple releasing their latest flagship iPhone range.

The most surprising result from data released by leading phone retailer Mobile Phones Direct (<http://www.mobilephonesdirect.co.uk/>), reveals that their sales of both the Samsung S6 Edge and S7 Edge have beaten sales of the standard S6 and S7.

Collectively the Galaxy S6 and S7 make up 26% of the sales while the Galaxy S6 Edge and S7 Edge make up 55% of sales among Samsung devices.

The main difference between the Samsung S7 and the S7 Edge is that the Edge has a curved form factor, allowing for a larger screen and added functionality with the display extending around the 'edge' of the phone.

Now Samsung are ready to step it up a notch with the U.S. launch of the Galaxy Note 7 after months of speculation about the product.

The new Galaxy Note 7 will be released in the UK on September 2nd. It very much reflects the look of the S7 Edge but has even more features to keep consumers wanting more.

The Note 7 still holds the dust and water resistance that the Edge 7 does, but with a huge 64GB of internal storage. Perhaps the most interesting unveiling is its all new iris scanner; with this, Samsung have set the bar high for the iPhone 7 launch in September.

For many people, following the latest mobile phone trends is a necessity and Samsung are now hoping for figures to boom from the Galaxy Note 7, showing just how much people are on board with their products following the success of their Edge series.

Simon Weedon, Online Marketing Director at Mobile Phones Direct says, "The Samsung Galaxy S7 launch was initially slow, but the product eroded in price very quickly offering consumers a lot more value for money than the Apple iPhone 6s.

"The introduction of the Talkmobile network to Mobile Phones Direct is driving more low to medium end smartphone sales, an area where Samsung feature more heavily than Apple."

It wasn't until 2016 the iPhone 6s dominated sales and now makes up 50% of the brand's sales, but months after its release date.

“The iPhone 6s launch in September 15 was slow from what we can see, I don’t think there was enough difference between the 6 and the 6s for consumers to break their 24 month buying cycle for. We’re excited for the launch of the Galaxy Note 7 and to see what the sales figures compare with the launch of the new iPhone 7”, Simon Weedon added.

Is this a sign of things to come? Has Samsung finally broken Apple's hold on the market or will the iPhone 7 return the tech giant to their former dominant position?

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Mobile Phones Direct is one of the leading UK suppliers of mobile phone contracts, with close relationships with EE, Three & Vodafone they are able to offer their customers better deals on the latest releases.

The survey was completed across the 150,000 handsets shipped through the mobilephonesdirect.co.uk website in the first half of the year, January to June in 2016.