

Samsung Set to Top Nokia

By The Moscow Times

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Samsung will probably for the first time become the leading vendor of mobile handsets in Russia in the first quarter of 2012, overtaking Finnish rival Nokia, analysts anticipate, Interfax reported Wednesday.

Samsung, which entered the Russian market in 1999, first managed to outperform its chief rival in November 2011, when the South Korean company had a 42 percent share of all mobile phone sales and a 41 percent share of the smartphone market, market research firm GfK reported. Nokia had shares of 35 percent and 31 percent, respectively.

Nokia remained the leader in the third quarter of 2011, with a 38.8 percent share of mobile phone sales by number of units, up from 37.2 percent a year earlier. Samsung increased its market share to 36.9 percent from 34.7 percent.

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