

No Longer Britain's Favourite Mobile: iPhone 5S Knocked Off Its Perch

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The iPhone 5S is no longer Britain's most popular mobile, having been overtaken by the iPhone 5C

The LG G3 enters the chart at a respectable 7th place following its launch

Apple and Samsung's flagship handsets have hogged the top five spots all year

The Samsung Galaxy S3 finally drops out of the top 10 chart after a slow decline following the S5 launch.

After a staggering nine months at the top of the charts, the iPhone 5S has finally been knocked off its perch by cheaper sibling handset the iPhone 5C, according to the uSwitch.com Mobile Tracker[1], which is based on live searches, pre-orders and sales.

Other mobile-makers shouldn't start celebrating just yet though, as the iPhone 5S's dip in popularity is likely due to the fact people are holding out for the much-anticipated launch of the iPhone 6. In true Apple style, the company has not yet confirmed the release date or offered up any official details about its next gen handset, but leaks would suggest dramatic aesthetic changes.

Samsung's flagship Galaxy S5 has remained in 3rd place in July while the older S4 has slipped a place to 5th, allowing the iPhone 4S to move up a position. Since the beginning of 2014, the battle for the top five places in the chart has been a close fight between Apple and Samsung. Even critically-acclaimed phones like the HTC One and the Sony Xperia Z2 have so far been unable to replicate their mass appeal and crack the top five.

The longevity of the iPhone 4S can likely be attributed to its price point, as the cheapest of the top five phones, and the joint cheapest in the top 10 - on a par with the Galaxy S4 Mini in terms of price. Deals start from £16.99 per month including a free handset. By contrast, the iPhone 5S is priciest in the chart, costing from £28 per month.

In 2014 so far, Apple has undoubtedly been victorious by not only holding the number one spot throughout, but also by claiming three of the top five places in the chart, for six out of the past seven months. Last year saw far more variety with the top five spots being held by Apple, Samsung, Sony, HTC and even Nokia – which has so far failed to feature in the top 10 in 2014.

In the first quarter of 2014, the Sony Xperia Z1 featured in the top 10 every month, until its new and improved older sibling – the Xperia Z2 – knocked it firmly out of the chart. However, the Z2 has never made it above sixth place. Interestingly, the Samsung Galaxy Note 3 has featured in the top 10 every month this year, suggesting Brits love a phone-tablet hybrid. This bodes well for Apple because it's rumoured the iPhone 6 will also come in 'phablet' size.

Number one handset – The iPhone 5C is Britain's most popular phone for the first time

New entries – Critically-acclaimed LG G3 goes straight into the chart in 7th place

Biggest losers – The Samsung Galaxy Note 3 and Sony Xperia Z2 both slip two places, while the Galaxy S3 drops out the chart for first time in 2014

Rob Kerr, mobile expert at uSwitch.com, says: "The rumour-mill ahead of the iPhone 6 launch has been as hot as the British summer, with leaks, mock-ups and talk of 'unbreakable' sapphire crystal glass all over the internet.

"Apple is being as slippery and evasive as ever and hasn't given so much as a launch date away. But the tech giant has banked expectation from previous launches, so it's no wonder fans are on the edges of their seats to see what cutting edge features have been crammed into the next gen iPhone.

"It looked like Amazon might give Apple a run for its money when it entered the mobile market with the launch of the Fire Phone, but without any clear plans to launch in the UK, and a battering at the hands of US reviewers, it looks like the iPhone 6 might have a direct path to Christmas number one. Samsung's S5 is hovering near first place, and may well be able to pip Apple to steal first position ahead of the

iPhone 6 launch. Watch this space."

Notes to Editors:

1. The uSwitch.com Mobile Tracker data is derived from Omio's (www.omio.com) network of comparison sites, which includes uSwitch.com and a number of leading consumer technology websites which total in excess of 10 million monthly page views. The data is a result of an aggregation of all of the clicks and all of the sales from these partner sites.

About uSwitch

uSwitch is an online and telephone price comparison and switching service, helping consumers get a better deal on gas, electricity, home phone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. Energy customers have the option to create an account to automatically monitor the market and notify them when they can move to a cheaper tariff - making future comparisons even simpler and faster. Broadband customers can conduct a speed test to find out how fast their broadband is and to identify the best broadband provider for their postcode.

uSwitch was the first comparison site to achieve the Plain English Campaign's Internet Crystal Mark, recognising that it has clear language, is accessible and easy to use.

uSwitch has a UK contact centre which is manned by energy and broadband experts. The 'Send Us Your Bill' service allows customers to post their latest energy bills to FREEPOST USWITCH in order to receive a free call back to be guided through the comparison process. Alternatively, consumers can email customerservices@uswitch.com with their postcode and usage details. uSwitch's address is Notcutt House, 36 Southwark Bridge Rd, London, SE1 9EU.

uSwitch is backed by LDC, the leading UK mid-market private equity house, and Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.

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