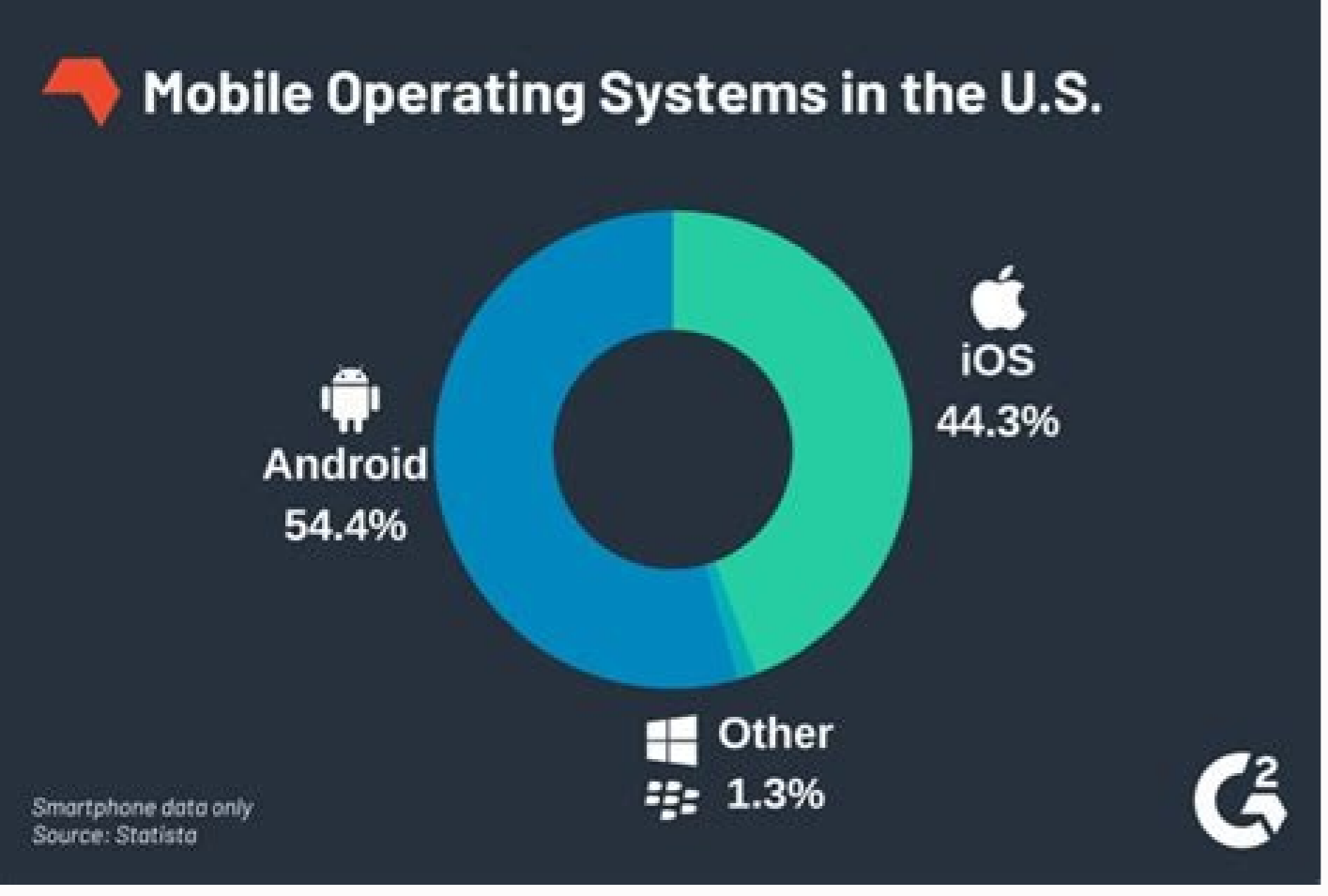


Android vs ios users

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There are 3 Android users for every iOS user

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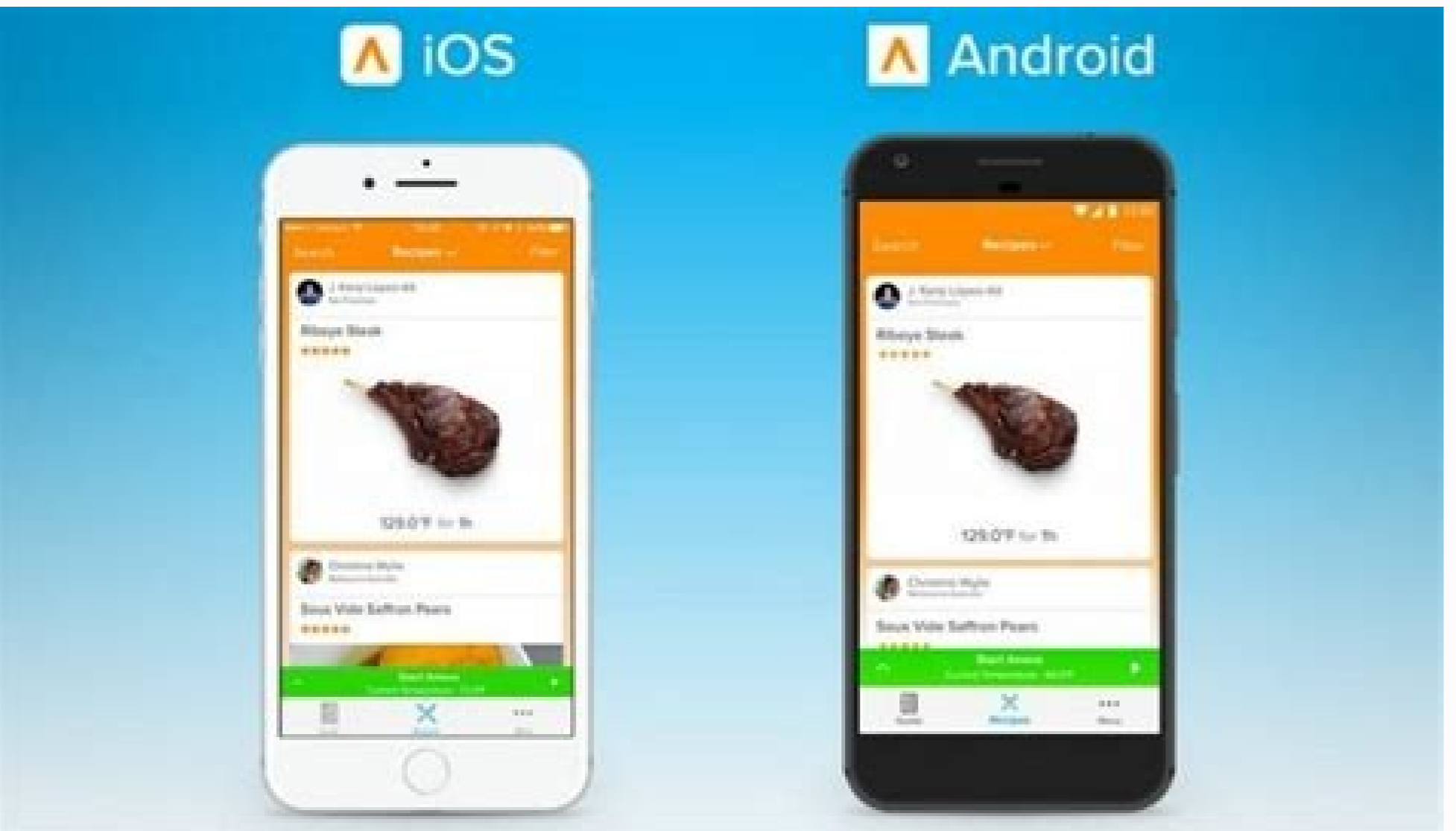
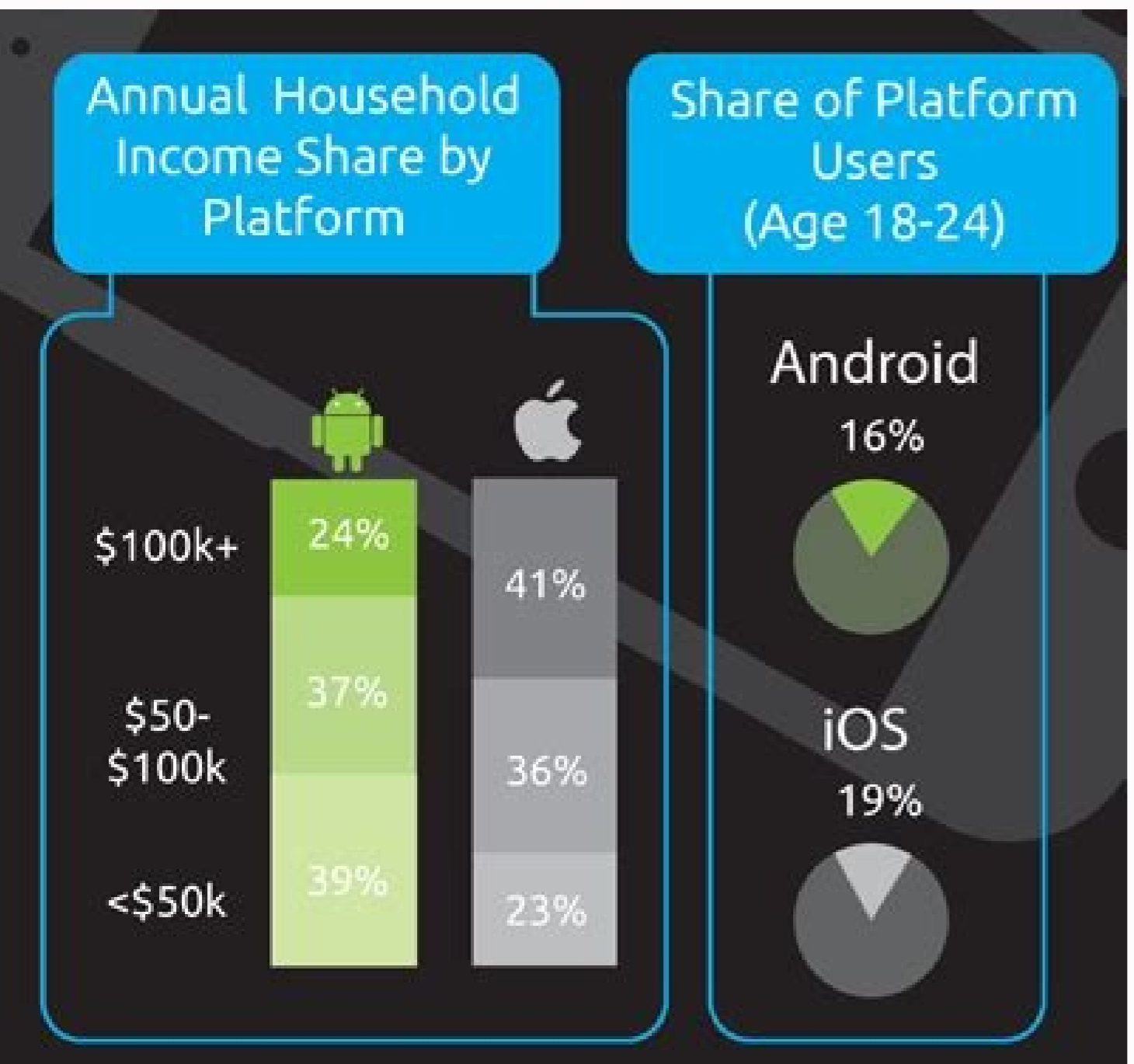
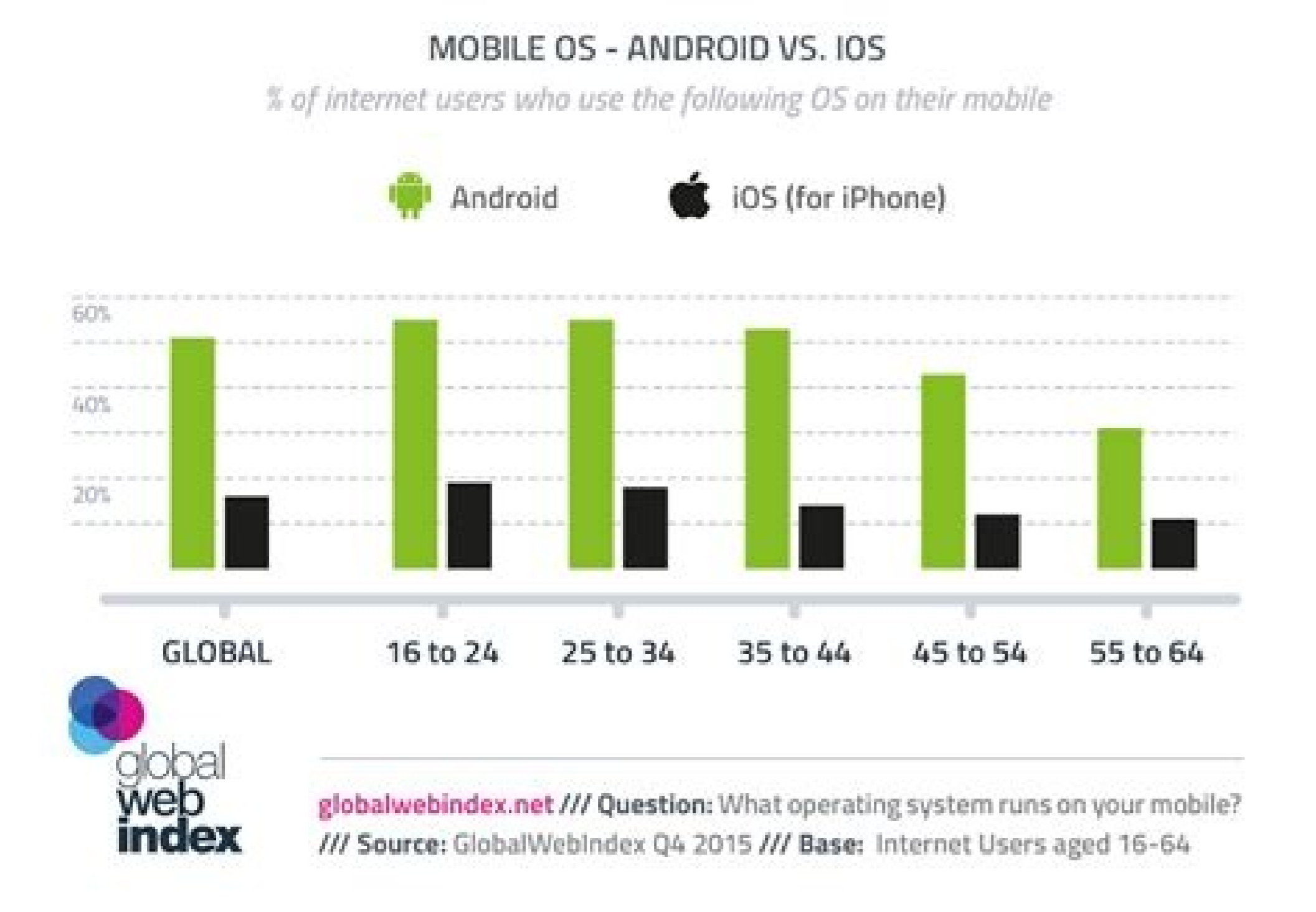


Image: Burcak Yalaman/Getty Images Every time I make the statement that Android is the most popular mobile operating system on the planet, a certain cross-section of people look at me as though I've lost my mind. They'll also make statements like, "I don't even know any Android users." Those people who question my sanity, without fail, hail from the United States. You see, there's a unique trend that's been remarkably consistent over the years: Android holds a massive global market share lead over iOS. iOS holds a slight market share lead over Android in the U.S. According to Statcounter, the global market share looks like this: Android: 72.2% iOS: 26.99% However, within the U.S., that market share looks like this: iOS: 59.17% Android: 40.54% How is it that Android can lead iOS globally by nearly 50% while trailing iOS in the U.S. by nearly 20%? Unless you'd been following the trend for years, you'd think that's an anomaly. It's not. There's a very obvious reason for this strange phenomenon, as well as some less-than-obvious reasons. Let's examine why. SEE: Electronic communication policy (TechRepublic Premium) It's all about cost. The primary reason why Android rules the global market is cost. In many countries (with significantly higher populations than the U.S.), people have far less disposable income. Because of that, the first factor in deciding on a phone is cost. In that arena, Apple simply cannot compete with Google. A quick search on Amazon and you'll find Android phones starting at \$39 (the BLU Advance L5). That's right, less than \$40. The cheapest iPhone on Amazon is a pre-owned 7, starting at \$149. It's important to note that the \$39 phone runs Android 8, while the \$149 iPhone runs iOS 10. It's also important to note that the reviews of the iPhone 7 on Amazon are pretty disappointing—especially when it comes to battery life. Of course, the \$39 Android phone also has its share of scathing reviews. The point is, you can have a low-end (nearly obsolete) version of one for cheap, while the other (nearly obsolete) device will cost you over \$100. For some, \$100 is like change in the sofa. For others, it's a month's wages, or more. To that end, Android is the obvious choice. Given the rampant poverty in so many countries around the globe, the existence of very cheap phones makes Android the obvious choice over iOS. It does go beyond cost. In fact, according to Mobileapps: Almost every age group prefers Android devices over iPhones. The Google Play Store has more apps than the Apple counterpart. That's not the whole story, however. In fact, iOS holds a 62.69% market share in Japan. Native English speakers prefer iOS over Android. Android has an increasingly larger market share in Asian countries. Apple's App Store generated 87.3% more consumer spending than Google Play Store. Android is the most popular mobile OS in the world's most populous continent (with over 83.53%). The biggest factor in the Android hold over global market share could likely be boiled down to Asia, a continent with a massive population, where more than 320 million people live in extreme poverty. That's nearly the population of the United States (as of 2019 the population of the U.S. was 328.2 million). It's also about brand. Apple is huge. There's no way around it. As a brand, Apple has control over everything with its products. Unlike Android devices, where Google creates the operating system and OEMs produce the hardware, Apple maintains everything. Because of that, Apple can keep a stranglehold over quality control, such that their products (for the most part) enjoy a "top to bottom" reliability. You rarely hear of people complain about Apple hardware. The intersection of Apple hardware and software cannot be bested. Even Google Pixel devices don't enjoy that same level of consistency. Google builds the software and a third party creates the hardware. That could change with the Pixel 6 when Google begins using its own CPU chips. However, that doesn't mean Google will build (or control) every aspect of the hardware. As a brand, people in the U.S. trust Apple more than Google. That trust goes well beyond phones and

One day, and what is done with said phone. Beyond that, Apple's brand is just shimmer and polished than Google's. Consider the commercials for both iPhones and Android devices. Apple never fails to present itself as the exact hien sheen that consumers in this country want to see. Google, on the other hand, tends to lean more heavily on the cuter side of advertisement. Their logo is even an adorable robot. So when American consumers see the two different commercials, one simply looks more professional. Apple never fails to present itself as a complete brand and that's important to consumers in wealthier countries. It's also about spreading out the costs. If there's one thing you cannot deny, it's the power of spreading out the cost. If it weren't for carriers distributing payments for iPhones over time, we'd probably see the U.S. and global market shares more in line with one another. Because carriers spread the price of devices out over two years, it turns a \$700 iPhone into a do-able purchase for most. This is made even more attractive when you're looking at a flagship device. Just about any American can own a top-of-the-line iPhone when the price is broken into monthly installments—that equates to cost no longer being a factor. It's also about pop culture. The United States is a country constantly under the thrall of pop culture. When you see a celebrity holding an iPhone, if you're impressionable, you might feel compelled to follow in those footsteps and buy an iPhone. I'd go so far as to say that I rarely see an Android phone being used in TV or film. When you hear a message chime or incoming call on the screen, it's almost always the sound of Apple cashing in. And, trust me, I look for these things. I do see Android devices being used on occasion, but, for the most part, TV and film default to Apple. That holds powerful sway over consumers. The court of public opinion keeps a watchful eye on their favorite shows and their favorite characters in their favorite shows. Until more Android phones are seen in TV and film, it's going to be an Apple world in the U.S. The conclusions are easy to draw. Around the globe, appearance and trends aren't nearly as important as practicality. When you're impoverished and you need a phone, it doesn't matter the brand or the features. So long as it can place calls and (on occasion) get online, you're good. If Apple were to release an iPhone that could compete with Android on the low-end market, they'd give Google a serious run for their money. I don't look for that to happen any time soon, so Android will continue to dominate the global phone market for years to come. At the same time, unless Google pulls some serious magic out of its hat with the Pixel 6, I don't expect Android will tip the U.S. market into its favor any time soon. Subscribe to TechRepublic's How To Make Tech Work on YouTube for all the latest tech advice for business pros from Jack Wallen. Follow us on Image Source : INDIA TV
Android vs Apple How did Apple make its existence in the smartphone market globally? Apple Inc, a company which got established on April 1, 1976, and forayed into the world of smartphone making in 2007. The very first iPhone was launched on June 29, 2007, when Steve Jobs introduced a device with a touch screen which could be handled single handed by just one button when qwerty keypads were making waves from BlackBerry to other smartphone players around the world who were trying to make the most in the smartphone industry. ALSO READ: Order an iPhone 14 from Blinkit and get it delivered in minutes: Know more Image Source : INDIA TVSteve Jobs Steve introduced the first iPhone with a huge screen (3.5-inches), without any keypad but one button to operate, a full touch screen display with multi-touch functionality, and was certainly introduced as an evolutionary handset in the market. The first iPhone with 4GB RAM was launched at 499 USD, which is around Rs 40,000 in India. And the 8GB RAM variant is priced at 599 USD which is around Rs 48,000 in the Indian currency. ALSO, READ Apple in-app purchase prices went up by 40% due to privacy changes Since then, till today, the company has been launching its smartphones every year with a lot of excitement. Indeed, the brand has created a face value and when we speak of quality, the brand specifically works on the uniqueness of its product. Talking from the marketing angle, the tech giant worked really hard to become a giant in technology. As Simon Sinek said in his video titled 'golden circle', he further explains that people buy according to What the seller is selling, how is the seller selling and why are they selling- hence, the intent plays a very important role, when we talk about business strategy, and Apple indeed does the justice. ALSO READ: Flipkart 'Big Billion Days' festive sales to run from Sep 23-30: Read to know the best offers and discount Image Source : INDIA TVSteve Jobs Today, it has been 15 years since the company launched its first iPhone. Since then, Apple has been working hard to improve its smartphone experience every year, all thanks to its R&D team which has been constantly working towards the development of premium technology for people across the world. Image Source : INDIA TVSteve Jobs How iPhone made technology more premium? Apple made a revolution in 2007, by removing a physical keyboard from a smartphone. When Jobs highlighted the device as “an iPod, a phone, and an internet communicator” all in a single smartphone- iPhone then shaped the future of smartphone technology globally. It indeed set a standard for the premium smartphone category worldwide. Image Source : INDIA TVSteve Jobs Today, even after the founder's demise, iPhone stands tall in the most premium category of smartphones. But with great technology, comes a great price- and Apple has been working towards maintaining the premium smartphone category to make its iPhone series stand out from the crowd. Recently, Apple launched the latest iPhone 14 series globally, which is available at a starting price of Rs 79,990 onwards. So, if you are willing to buy an iPhone, you must have the resources to afford one! Why are Android phones cheaper than iPhones? Android and iOS are the two most prominent operating systems in the world in today's time. The market is dominated by these two OS, but earlier, it was Windows OS, Blackberry OS and Java which use to help the smartphone to do the daily task without any hurdles- but are extinct in today's time. Today, these two OS - Android and iOS are driving the smartphone world, and there are users who still debate and compare both the devices- trying to justify which one is a better performer. Image Source : APPLEiPhone 14 But there is something else which people always talk about- the PRICING of the Android phone and iOS smartphones. The Android devices are cheaper than the iPhones and I am affirmative that you must have tallied the devices to know the similarities and differentiating factors.Related Stories Android is majorly less expensive, when compared to an iPhone, indeed Android has been leading almost 85% of the smartphone market share globally, whereas, iOS is owning the 15% of the market share. Which operating system is better- Android-iOS? It is a huge arguable topic when we start to compare both OS. Android is a Linux-based OS and is partly an open source platform which is easily available- that is one reason why the majority of smartphones in the market are dominated by Android. Image Source : INDIA TVApple vs Android On the other hand, iOS has design elements that are seen as being a more user-friendly operator system and are exclusively available for Apple devices- hence it does not have the open source capabilities, and hence not available for the masses. Also, when we talk about safety and security, the iOS platform is considered to be more secure, as compared to Android platforms. Image Source : APPLEiOS 16 One must choose a handset which suits their pocket, their usage, and their purpose. If you have a budget above Rs 80,000 and looking for a style statement along with security to your database, then iOS will be a good bid. But if we talk about India, our nation is majorly dominated by mid-segment people who certainly dream to get an iPhone but stop themselves because of the price of the premium smartphone. This gives the customer no choice but to choose the Android devices which stand under the respective budget. Android dominates the market ANDROID smartphones are majorly dominating the global market and there are a number of players who have been manufacturing smartphones with Google-based OS. Brands like Oppo, Vivo, Nokia, OnePlus, Samsung, Xiaomi, POCO and more have been bringing devices which have all the services which a person requires. Image Source : MOTOROLA Motorola E7 Power From having a long battery life to having a great camera, fast processor, and enough space to store the entire universe of the user, Android have more options to choose from as per the budget, features and availability. Unfortunately, Apple, on the other hand, unleashes a set of smartphones, once a year and the loyal customers of the iOS devices will have to wait for another 12 months to get their hands on the latest variant. But this is not the case with Android smartphones- as the technology keeps evolving every month- and the companies keep upgrading and launching new variants in a couple of months on the basis of market demand. Image Source : APPLE Apple Hence, the Android smartphone has more reachability, affordability and features which are nearly similar to iOS. But those people who have been using iOS believe and feel the power of the processor of the iPhone and its performance is unmatched, hence, they are ready to pay more than Rs 80,000 - Rs 95,000 to own an iPhone rather than going to Android devices, which might come with a stronger battery, great processor and maybe flexibility (Samsung Galaxy Z Flip4, Samsung Galaxy Z Fold4, Oppo Find N, Moto Razr 5G-2020, Xiaomi Mi MIX Fold, TCL Trifold, and more). Image Source : ANDROIDAndroid Latest Technology News