

IELTS Writing Task 1 Academic – Report – Sample 007

You should spend about 20 minutes on this task.

The table shows the worldwide market share of the mobile phone market for manufactures in the years 2005 and 2006.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

Write at least 150 words.

Worldwide Mobile phone Sales in 2005 & 2006 (% share of market)

Company	2005 % Market share	2006 % Market share
Nokia	32.5	35
Motorola	17.7	21.1
Samsung	12.7	11.8
Sony Ericsson	6.3	7.4
L.G	6.7	6.3
BenQ Mobile	4.9	2.4
Others	19.2	16.2
TOTAL	100.0	100.0

Model answer:

The table gives information on the market share of mobile phone manufactures for two consecutive years, 2005 and 2006.

In both years, Nokia was clearly the market leader, selling 32.5% of all mobile phones in 2005, and slightly more (35%) in 2006. This is a greater market share than its two closest competitors, Motorola and Samsung, added together.

Motorola increased its market share from 17.7% in 2005 to 21.1% in 2006. In contrast, Samsung saw its share of the market decline slightly from 12.7% to 11.8%.

The other companies listed each had a much smaller share of the market. Sony Ericsson's share increased from 6.3% in 2005 to 7.4% in 2006 whereas L.G decreased slightly from 6.7% to 6.3%. BenQ Mobile's share more than halved from 2005 to 2006; from 4.9% of the market to only 2.4%.

Other mobile phone manufactures accounted for 19.2% of the market in 2005- more than all the companies mentioned except Nokia. However, in 2006 the other companies only made 16.2% of mobile phone sales- less than both Nokia and Motorola.

(176 words)