

Global Smartphone Shipments Market Share (%)												
Brands	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4
Apple	14%	11%	12%	17%	12%	10%	12%	18%	14%	14%	11%	21%
Samsung	22%	19%	19%	18%	21%	21%	21%	18%	20%	20%	22%	16%
Xiaomi	8%	9%	9%	6%	8%	9%	8%	8%	10%	10%	13%	11%
Oppo	7%	8%	9%	8%	8%	9%	9%	8%	8%	9%	8%	9%
vivo	5%	7%	8%	7%	7%	8%	8%	8%	7%	8%	8%	8%
Huawei#	11%	15%	14%	15%	17%	16%	18%	14%	17%	20%	14%	8%
realme	-	-	-	-	1%	1%	3%	2%	2%	2%	4%	4%
Others	33%	31%	29%	29%	26%	26%	21%	24%	22%	17%	20%	23%

Global Smartphone Shipments (in Mn)												
Brands	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4
Apple	52.2	41.3	46.9	65.9	42.0	36.5	44.8	72.3	40.0	37.5	41.7	81.9
Samsung	78.2	71.5	72.3	69.8	72.0	76.3	78.2	70.4	58.6	54.2	80.4	62.5
Xiaomi	28.1	32.0	33.3	25.6	27.8	32.3	31.7	32.9	29.7	26.5	46.2	43.0
Oppo	24.2	29.6	33.9	31.3	25.7	30.6	32.3	31.4	22.3	24.5	31.0	34.0
vivo	18.9	26.5	30.5	26.5	23.9	27.0	31.3	31.5	21.6	22.5	31.0	33.4
Huawei#	39.3	54.2	52.0	59.7	59.1	56.6	66.8	56.2	49.0	54.8	50.9	33.0
realme	-	-	-	-	2.8	5.0	10.2	7.8	7.2	6.4	14.8	14.0
Others	121.7	113.3	110.9	115.8	87.7	92.8	84.7	98.6	66.6	49.7	69.6	92.8

Global Smartphone Market Share (2018 Q1 - 2020 Q4)

