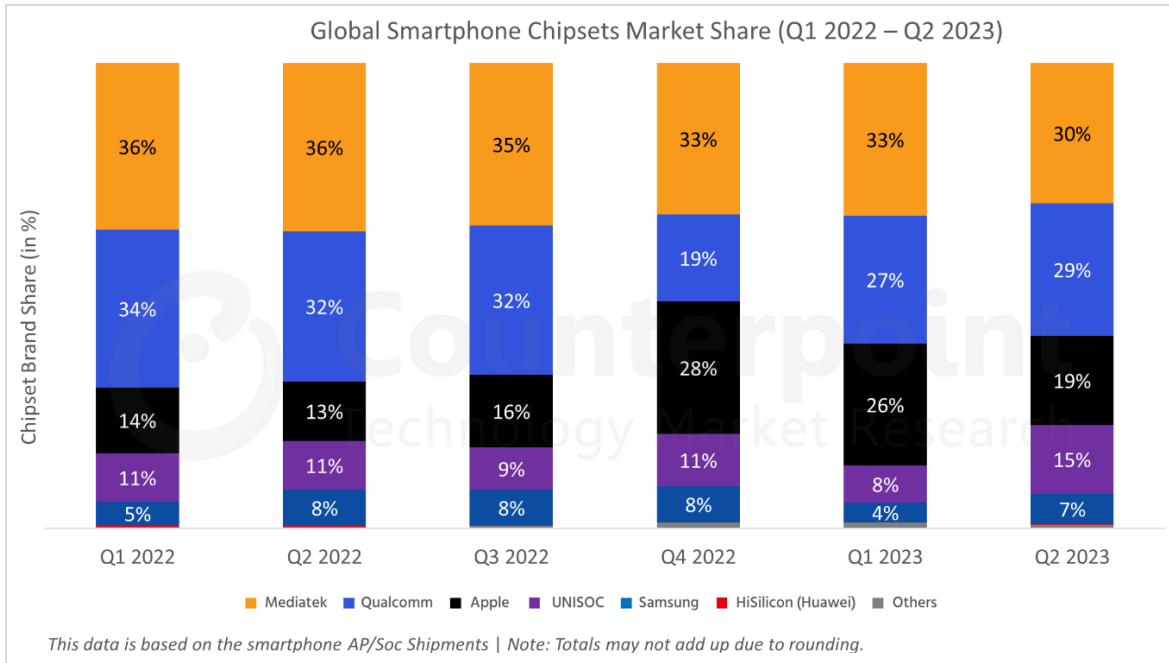




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Global Smartphone AP Market Share: By Quarter



Global Smartphone Chipset Market Share (Q1 2022 - Q2 2023)						
Brands	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Mediatek	33%	37%	39%	42%	40%	35%
Qualcomm	28%	23%	28%	26%	27%	29%
Apple	12%	22%	15%	14%	15%	20%
UNISOC	4%	4%	7%	9%	10%	11%
Samsung	10%	7%	6%	5%	5%	4%
HiSilicon (Huawei)	13%	7%	5%	3%	2%	1%
Others	0%	0%	1%	1%	1%	1%

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Background:

Counterpoint Technology Market Research is a global research firm specializing in Technology products in the TMT industry. It services major technology firms and financial firms with a mix of monthly reports, customized projects and detailed analysis of the mobile and technology markets. Its key analysts are experts in the industry with an average tenure of 13 years in the high tech industry.

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