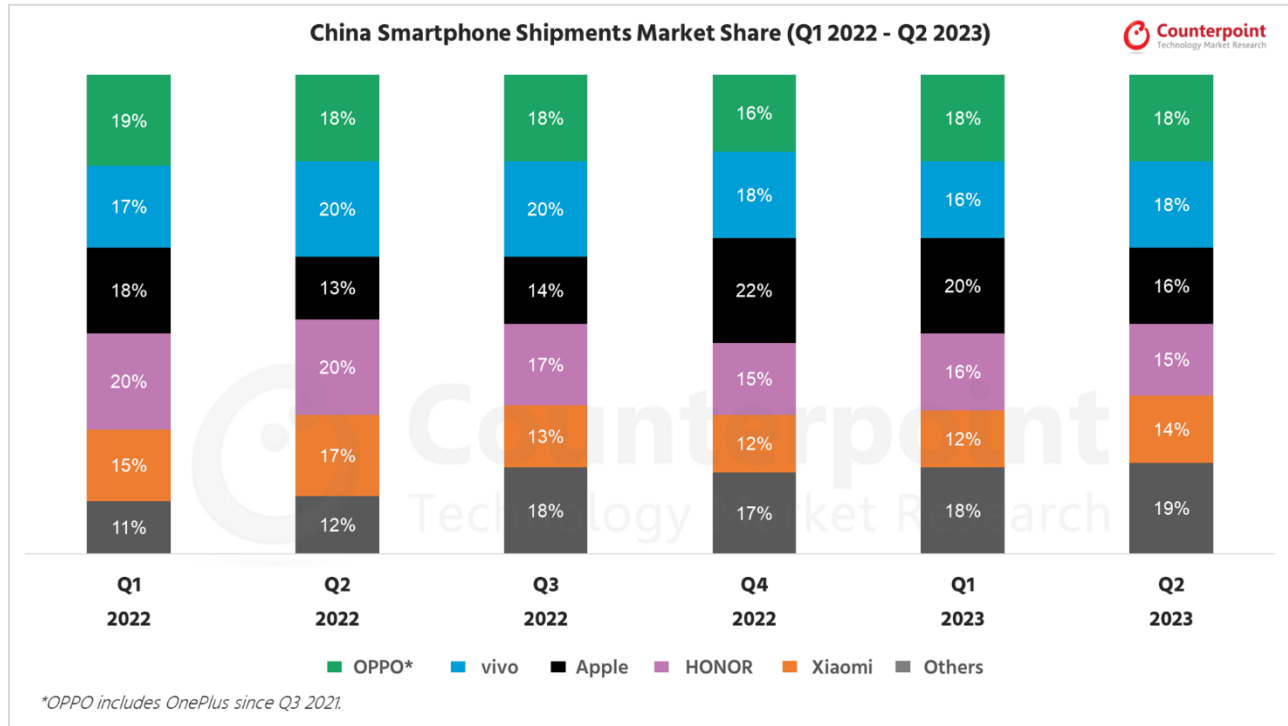




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## China Smartphone Market Share: By Quarter



| China Smartphone Shipments Market Share (%) |         |         |         |         |         |         |
|---|---------|---------|---------|---------|---------|---------|
| Brands                                      | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 |
| <b>OPPO*</b>                                | 19%     | 18%     | 18%     | 16%     | 18%     | 18%     |
| <b>vivo</b>                                 | 17%     | 20%     | 20%     | 18%     | 16%     | 18%     |
| <b>Apple</b>                                | 18%     | 13%     | 14%     | 22%     | 20%     | 16%     |
| <b>HONOR</b>                                | 20%     | 20%     | 17%     | 15%     | 16%     | 15%     |
| <b>Xiaomi</b>                               | 15%     | 17%     | 13%     | 12%     | 12%     | 14%     |
| <b>Others</b>                               | 11%     | 12%     | 18%     | 17%     | 18%     | 19%     |

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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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