



# Global Smartphone Market Share: By Quarter

FEBRUARY 18, 2020 | IN DATA | BY TEAM COUNTERPOINT

*Data on this page is updated every quarter*

This data represents the Global smartphone market share by quarter (from 2017-2019) by top OEMs. Global smartphone shipments by market share and millions of units is provided.

For detailed insights on the data, please reach out to us at [contact\(at\)counterpointresearch.com](mailto:contact@counterpointresearch.com). If you are a member of the press, please contact us at [press\(at\)counterpointresearch.com](mailto:press@counterpointresearch.com) for any media enquiries.

## Q4 2019 Highlights

- Global mobile phone shipments reached 507 million units globally in Q4 2019 with a YoY decline of -1%.
- Global smartphone shipments reached 401 million units in Q4 2019 showing a 2% YoY growth as compared to Q4 2018.



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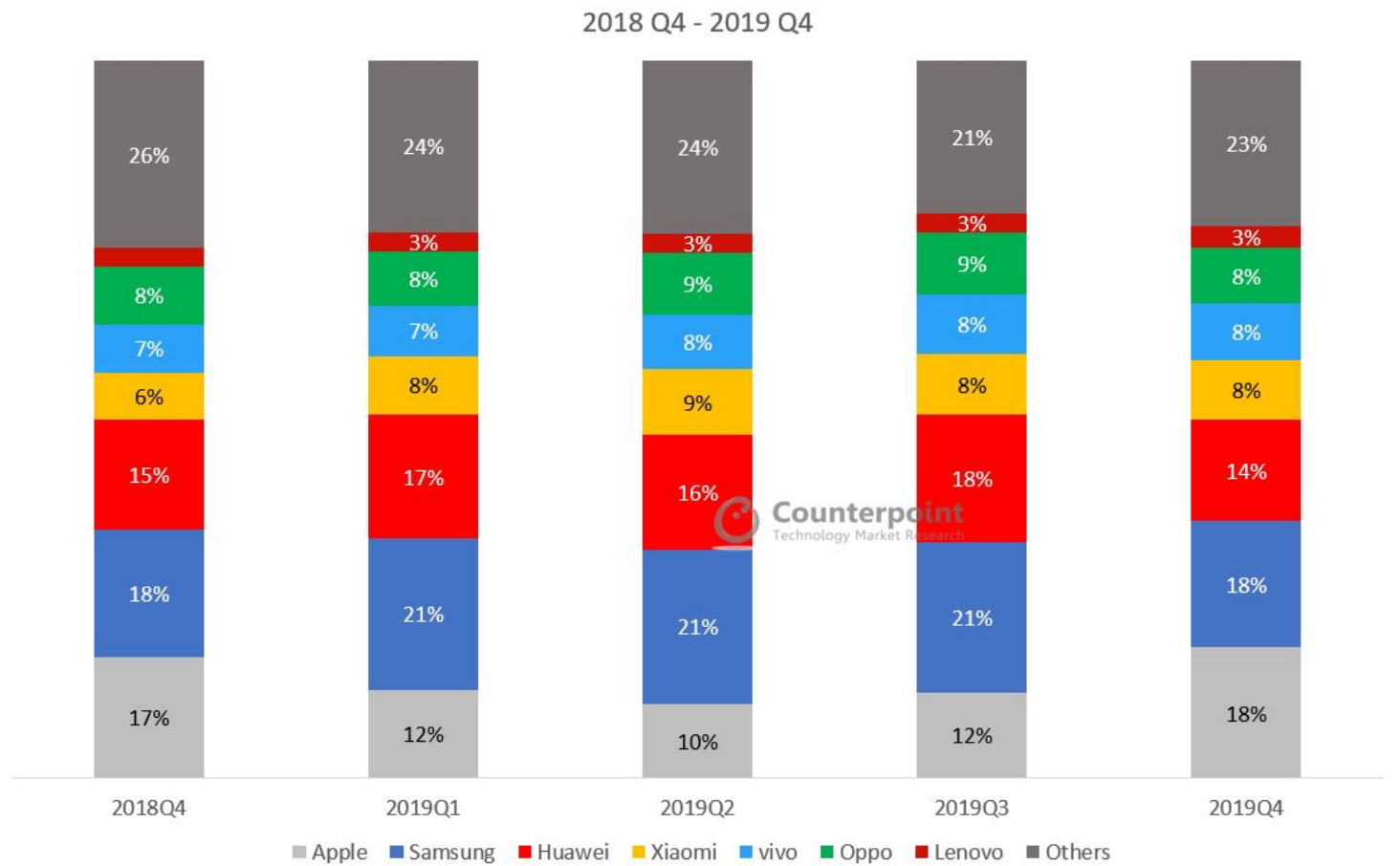
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- The top three brands, Samsung, Huawei and Apple, captured more than 50% of the smartphone market, with the rest of the market left for hundreds of other brands to compete fiercely.
- Samsung remained flat during 2019 Q4 while grew 2% YoY for CY 2019. Samsung has been one of the leading players in 5G in 2019, shipping over 6.5 Million 5G capable devices in 2019.
- Apple iPhone shipments grew 10% YoY during the Q4 2019 even without a 5G variant. The iPhone 11 series received an excellent consumer response in all regions. The dual-camera and lower pricing of iPhone 11 helped propel sales.
- realme continued its growth streak and remained the fastest growing brand during the quarter (163% YoY) as well as the year (453% YoY). The brand entered the top five in the Indian market for the full year, which contributed to its strong growth.



Source: MOBILE DEVICES MONITOR – Q4 2019 (Vendor Region Countries)

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4

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Apple	17%	12%	10%	12%	18%
Samsung	18%	21%	21%	21%	18%
Huawei#	15%	17%	16%	18%	14%
Xiaomi	6%	8%	9%	8%	8%
vivo	7%	7%	8%	8%	8%
Oppo	8%	8%	9%	9%	8%
Lenovo**	3%	3%	3%	3%	3%
Others	26%	24%	24%	21%	23%

[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4
Apple	65.9	42.0	36.5	44.8	72.3
Samsung	69.8	72.0	76.3	78.2	70.4
Huawei#	59.7	59.1	56.6	66.8	56.2
Xiaomi	25.6	27.8	32.3	31.7	32.9
vivo	26.5	23.9	27.0	31.3	31.5
Oppo	31.3	25.7	30.6	32.3	31.4
Lenovo**	10.1	9.5	9.5	10.0	11.7
Others	105.7	81.0	88.2	84.9	94.7

#Huawei includes HONOR.

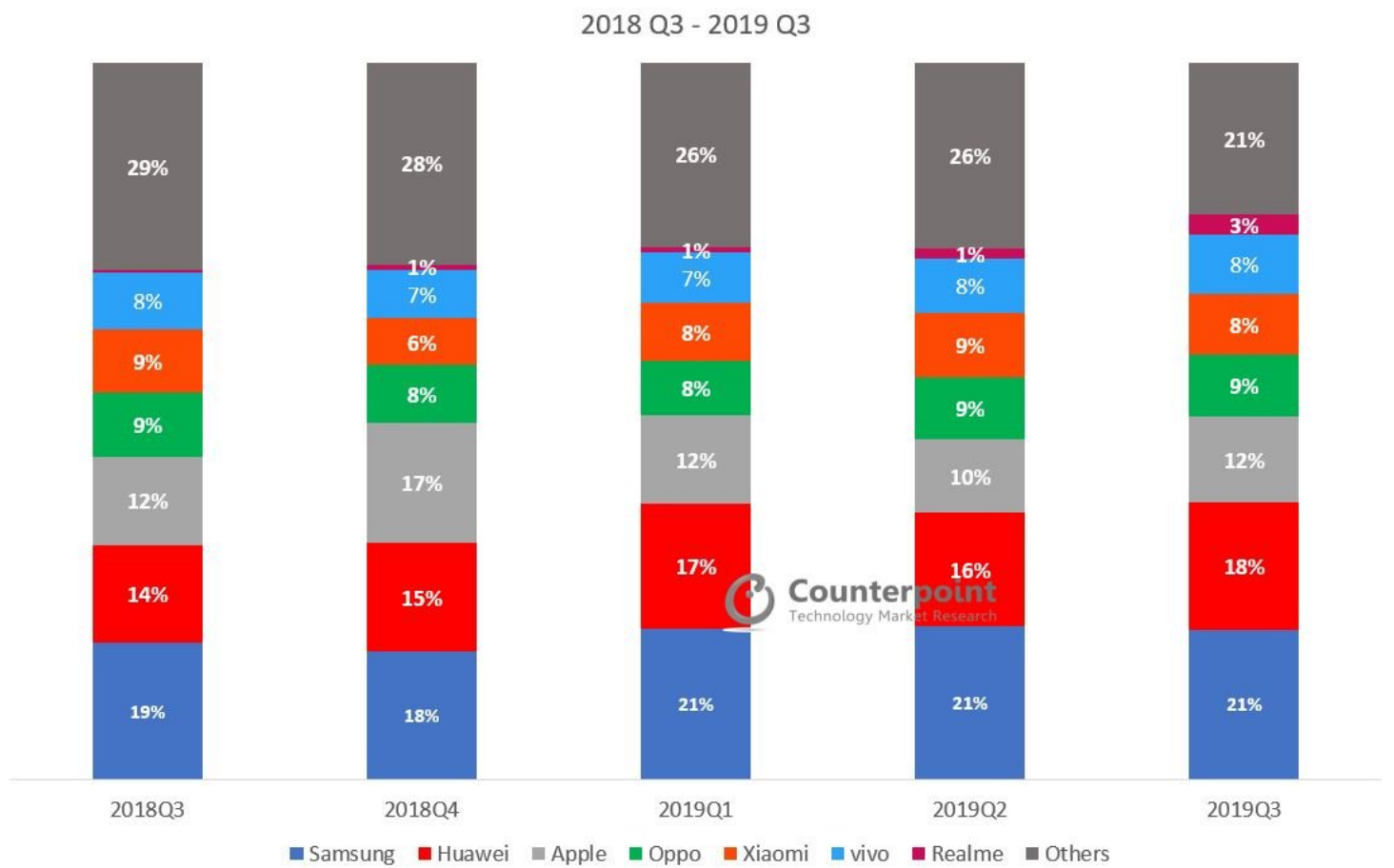
\*\*Lenovo includes Motorola.

\*Ranking is according to latest quarter.

Click [here](#) to read about the global smartphone market in Q4 2019.

# Q3 2019 Highlights

- The top three brands, Samsung, Huawei and Apple, together cornered almost half of the smartphone market, with the rest of the market left for hundreds of other brands to compete fiercely.
- **Samsung** continued its growth at 8.4% YoY, capturing over one-fifth of the global smartphone market. This is due to strong Note 10 and Galaxy A series sales.
- **Huawei** grew a very healthy 28.5% YoY globally. It captured a record 40% market share in the Chinese smartphone market.
- **Apple iPhone shipments were down 4%**, and as a result revenues fell 11% YoY.
- **Realme remained the fastest-growing brand for the second time.**
- **BBK Group (OPPO, Vivo, Realme, and OnePlus)** is close to becoming the largest smartphone manufacturer group globally, accounting for over 20% of the global smartphone market and three of its brands in the top 10.



Source: MOBILE DEVICES MONITOR – Q3 2019 (Vendor Region Countries)

[Global Smartphone Share(%)]

Global	2018	2018	2019	2019	2019
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Smartphone Shipments Market Share (%)	Q3	Q4	Q1	Q2	Q3
Samsung	19%	18%	21%	21%	21%
Huawei#	14%	15%	17%	16%	18%
Apple	12%	17%	12%	10%	12%
Oppo	9%	8%	8%	9%	9%
Xiaomi	9%	6%	8%	9%	8%
vivo	8%	7%	7%	8%	8%
Realme	0%	1%	1%	1%	3%
Others	29%	28%	26%	26%	21%

[Global Smartphone Shipments (Millions of Units)]

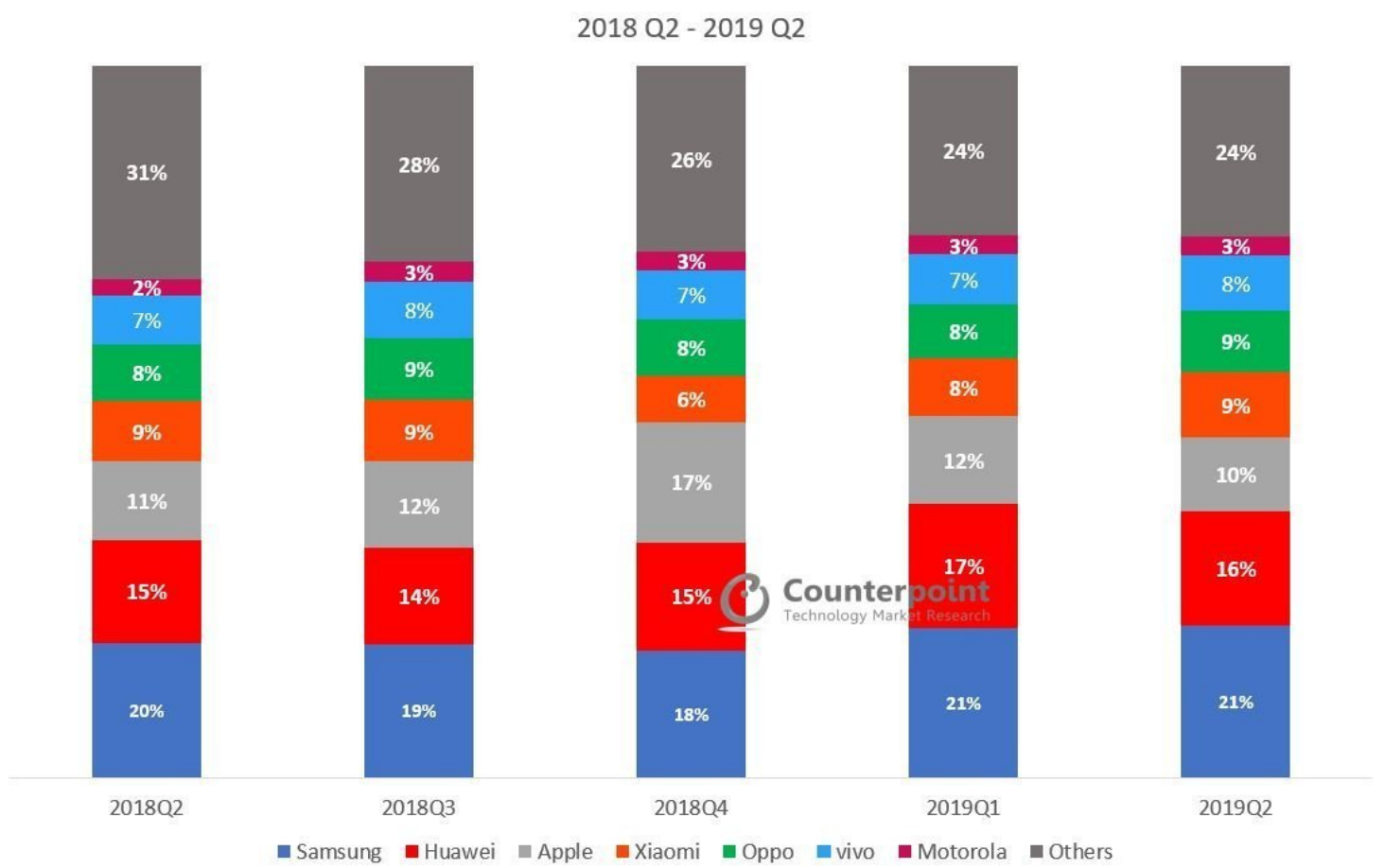
Global Smartphone Shipments	2018Q3	2018Q4	2019Q1	2019Q2	2019Q3
Samsung	72.3	69.8	72.0	76.3	78.2
Huawei#	52.0	59.7	59.1	56.6	66.8
Apple	46.9	65.9	42.0	36.5	44.8
Oppo	33.9	31.3	25.7	30.6	32.3
Xiaomi	33.3	25.6	27.8	32.3	31.7
vivo	30.5	26.5	23.9	27.0	31.3
Realme	1.2	3.3	2.8	5.0	10.2
Others	109.7	112.6	87.7	92.8	84.7

#Huawei includes HONOR.  
 \*Ranking is according to latest quarter.

Click [here](#) to read the about global smartphone market in Q3 2019.

# Q2 2019 Highlights

- Samsung grew 7.1% YoY, capturing over one-fifth of the global smartphone market share.
- Huawei grew 4.6% YoY, but the US trade ban will its growth momentum, especially in the overseas market.
- Apple iPhone shipments fell 11%, and iPhone revenues fell 12% year-on-year.
- Realme entered the top 10 OEMs globally for the first time. It took Realme only a year to achieve this feat.



Source: Counterpoint Research Market Monitor

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2018	2018	2018	2019	2019
	Q2	Q3	Q4	Q1	Q2
Samsung	20%	19%	18%	21%	21%
Huawei#	15%	14%	15%	17%	16%

Apple	11%	12%	17%	12%	10%
Xiaomi	9%	9%	6%	8%	9%
Oppo	8%	9%	8%	8%	9%
vivo	7%	8%	7%	7%	8%
Lenovo**	2%	3%	3%	3%	3%
Others	31%	28%	26%	24%	24%

[Global Smartphone Shipments (Millions of Units)]

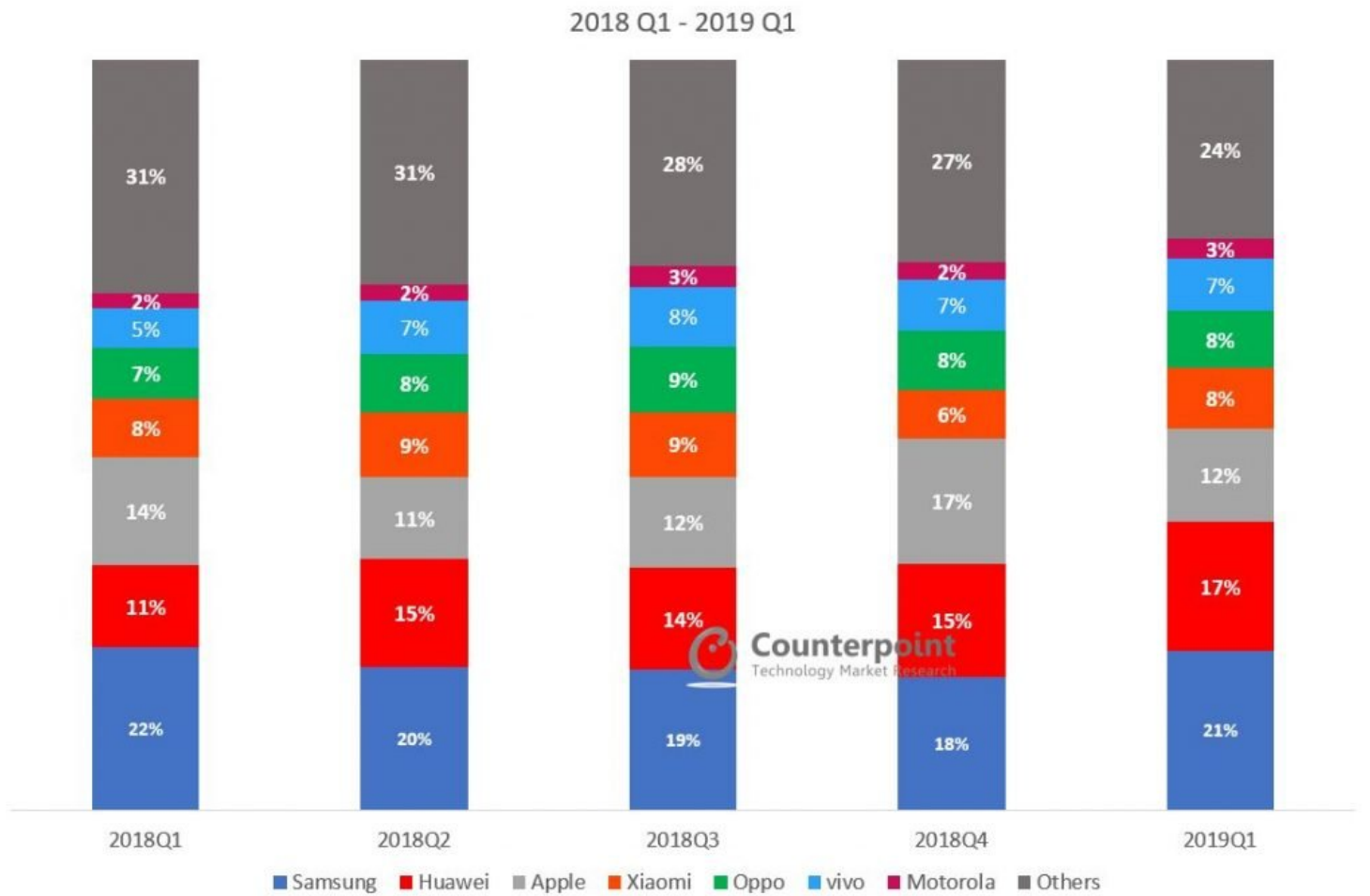
Global Smartphone Shipments	2018	2018	2018	2019	2019
	Q2	Q3	Q4	Q1	Q2
Samsung	71.5	72.3	69.8	72.0	76.3
Huawei#	54.2	52.0	59.7	59.1	56.6
Apple	41.3	46.9	65.9	42.0	36.5
Xiaomi	32.0	33.3	25.6	27.8	32.3
Oppo	29.6	33.9	31.3	25.7	30.6
vivo	26.5	30.5	26.5	23.9	27.0
Lenovo**	9.0	11.0	10.1	9.5	9.5
Others	100.2	99.9	105.7	81.0	85.2

#Huawei includes HONOR.  
\*\*Lenovo includes Motorola.  
\*Ranking is according to latest quarter.

## Q1 2019 Highlights

- Overall smartphone shipment declined 5% in Q1 2019, Sixth consecutive quarter of shipments falling.
- Samsung** recorded an increase in revenue as **Galaxy S10 flagship smartphones did better than Galaxy S9** at the time of launch.
- Apple iPhone shipments declined year-over-year for the second consecutive quarter.

- Xiaomi smartphone shipments declined annually as it faces tough competition in the China market.



Source: *Counterpoint Research Market Monitor*

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1
Samsung	22%	20%	19%	18%	21%
Huawei#	11%	15%	14%	15%	17%
Apple	14%	11%	12%	17%	12%
Xiaomi	8%	9%	9%	6%	8%



Oppo	7%	8%	9%	8%	8%
vivo	5%	7%	8%	7%	7%
Motorola	2%	2%	3%	2%	3%
Others	31%	31%	28%	27%	24%

[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1
Samsung	78.2	71.5	72.3	69.8	72.0
Huawei#	39.3	54.2	52.0	59.7	59.1
Apple	52.2	41.3	46.9	65.9	42.0
Xiaomi	28.1	32.0	33.3	25.6	27.8
Oppo	24.2	29.6	33.9	31.3	25.7
vivo	18.9	26.5	30.5	26.5	23.9
Motorola	7.6	8.3	10.6	9.5	8.9
Others	113.1	100.9	100.4	106.4	81.6

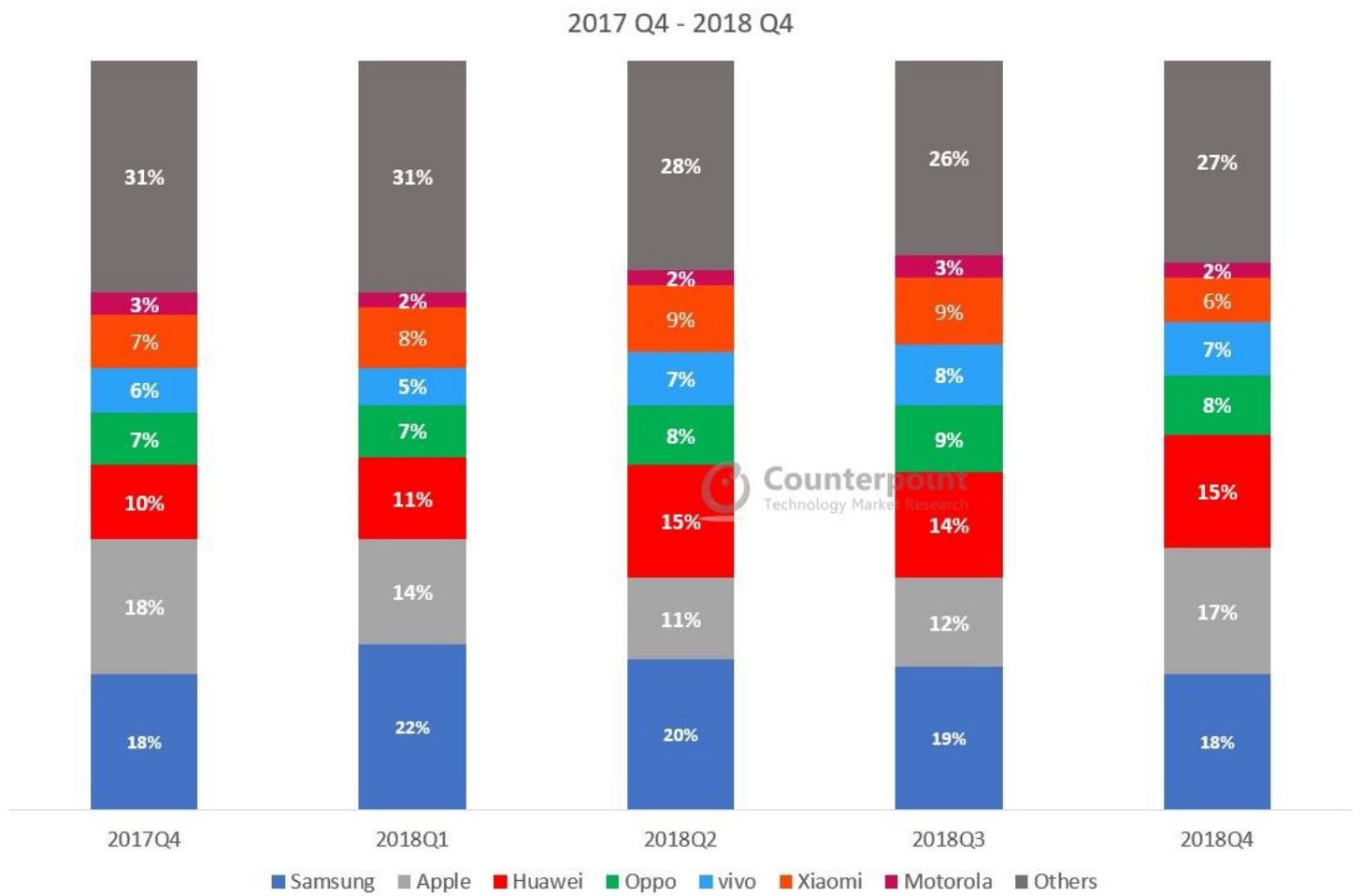
#Huawei includes HONOR.

\*Ranking is according to latest quarter.

## Q4 2018 Highlights

- Q4 2018 smartphone shipments declines 7%; Fifth consecutive quarter of smartphone decline
- For Q4 2018, **Huawei**, **OPPO** and **vivo** continue to dominate with strong performances in China, India, Asia and parts of Europe. The trio have multiple regions to enter and grow moving forward into 2019.
- Samsung** and **Apple** saw a tough quarter and tough 2018 as demand for their flagship phones have waned due to competition from affordable premium and more cutting-edge phones from Chinese brands such as Huawei and OnePlus.

- **Xiaomi** reached a record fourth position for the full year after two years of setbacks thanks to immense growth in India. It has surpassed OPPO globally to take back the fourth position.



Source: *Counterpoint Research Market Monitor*

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2017 Q4	2018 Q1	2018 Q2	2018 Q3	2018 Q4
Samsung	18%	22%	20%	19%	18%
Apple	18%	14%	11%	12%	17%
Huawei	10%	11%	15%	14%	15%
Oppo	7%	7%	8%	9%	8%

vivo	6%	5%	7%	8%	7%
Xiaomi	7%	8%	9%	9%	6%
Motorola	3%	2%	2%	3%	2%
Others	31%	31%	28%	26%	27%

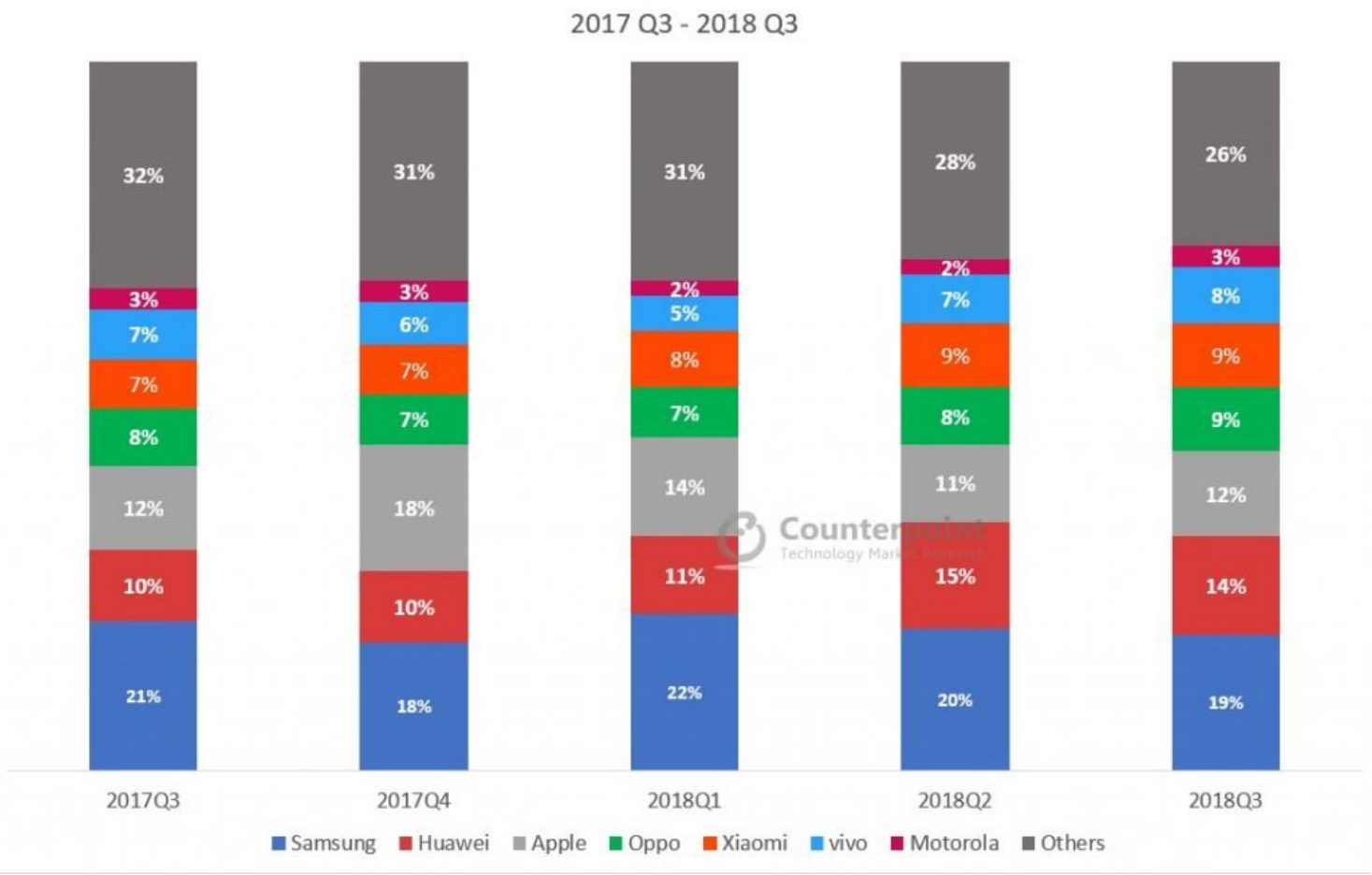
[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2017	2018	2018	2018	2018
	Q4	Q1	Q2	Q3	Q4
Samsung	74.4	78.2	71.5	72.3	69.8
Apple	77.3	52.2	41.3	46.9	65.9
Huawei	41.0	39.3	54.2	52.0	59.7
Oppo	30.7	24.2	29.6	33.9	31.3
vivo	24.0	18.9	26.5	30.5	26.5
Xiaomi	31.0	28.1	32.0	33.3	25.6
Motorola	10.9	7.6	8.3	10.6	9.5
Others	134.8	113.1	100.9	100.4	106.4

*\*Ranking is according to latest quarter.*

## Q3 2018 Highlights

- The top 10 players now capture 79% of the market leaving 600+ brands to compete for the remaining 21% of the market.
- iPhone helped Apple to record 3<sup>rd</sup> quarter revenue even as shipments remain flat YoY.
- Samsung continued to lead the smartphone market with 19% market share in the quarter.



Source: *Counterpoint Research Market Monitor*

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2017 Q3	2017 Q4	2018 Q1	2018 Q2	2018 Q3
Samsung	21%	18%	22%	20%	19%
Huawei	10%	10%	11%	15%	14%
Apple	12%	18%	14%	11%	12%
Oppo	8%	7%	7%	8%	9%
Xiaomi	7%	7%	8%	9%	9%
vivo	7%	6%	5%	7%	8%

Motorola	3%	3%	2%	2%	3%
Others	32%	31%	31%	28%	26%

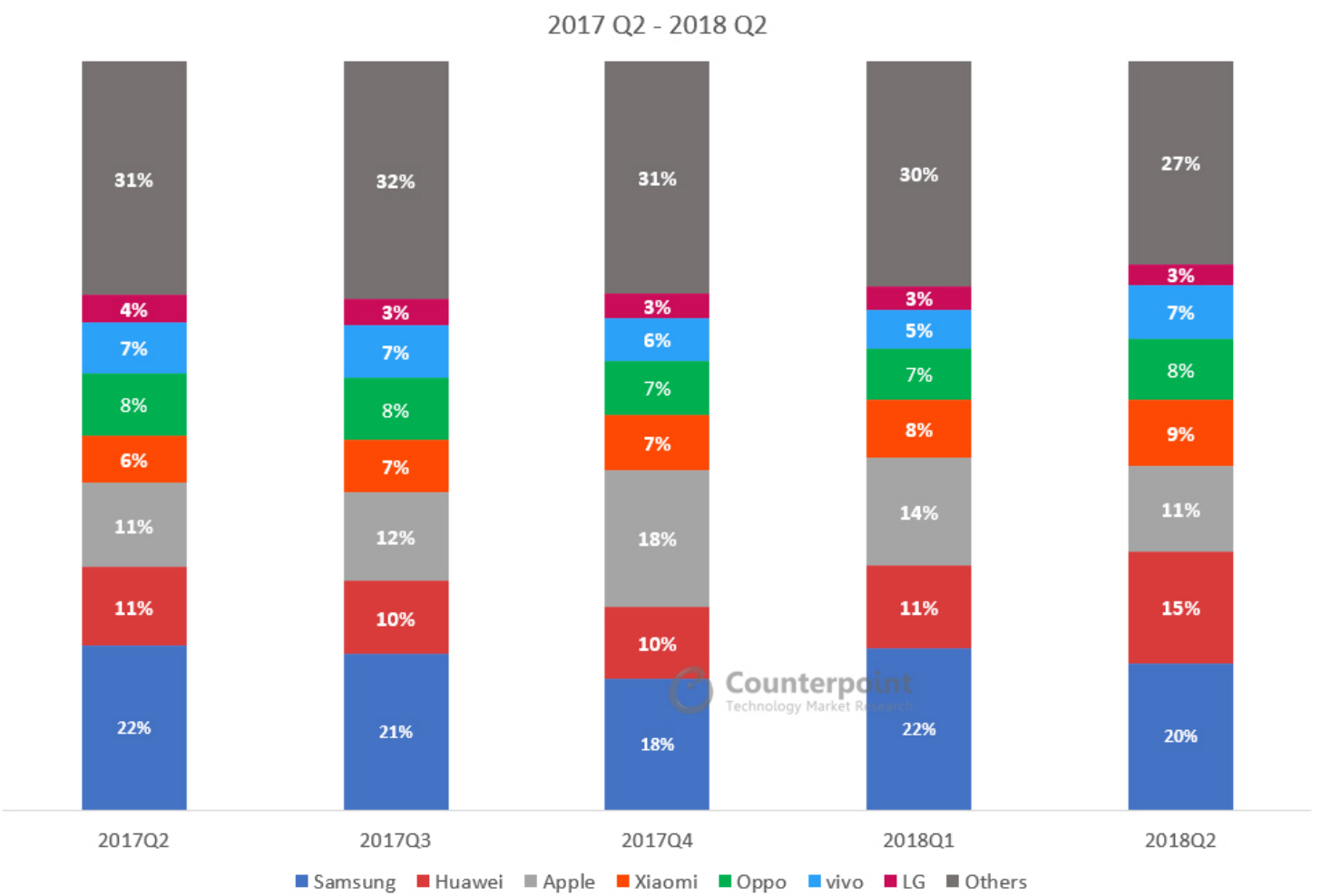
[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2017	2017	2018	2018	2018
	Q3	Q4	Q1	Q2	Q3
Samsung	83.3	74.4	78.2	71.5	72.3
Huawei	39.1	41.0	39.3	54.2	52.0
Apple	46.7	77.3	52.2	41.3	46.9
Oppo	32.5	30.7	24.2	29.6	33.9
Xiaomi	28.5	31.0	28.1	32.0	33.3
vivo	28.6	24.0	18.9	26.5	30.5
Motorola	12.5	10.9	7.6	8.3	10.6
Others	127.6	134.8	113.1	101.0	100.4

*\*Ranking is according to latest quarter.*

## Q2 2018 Highlights

- Smartphone shipments declined 2% annually to 360 million units in Q2 2018.
- The top 10 brands accounted for 79% of the smartphone volumes in Q2 2018.
- Samsung led the smartphone market by volume with a market share of 20% in Q2 2018 even though it registered an annual decline of 11% due to weak sales of its flagship Galaxy S9 series smartphones.
- Huawei shipments grew 41% annually in Q2 2018. The company managed to be the fastest growing (21%) smartphone brand amid a declining China smartphone market and grew fully 71% overseas.
- Apple shipped 41.3 million iPhones during Q2 2018, up 1% compared to the same quarter last year. iPhone X remains the top seller for Apple during the quarter.



Source: *Counterpoint Research Market Monitor*

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2017 Q2	2017 Q3	2017 Q4	2018 Q1	2018 Q2
Samsung	22%	21%	18%	22%	20%
Huawei	11%	10%	10%	11%	15%
Apple	11%	12%	18%	14%	11%
Xiaomi	6%	7%	7%	8%	9%
Oppo	8%	8%	7%	7%	8%
vivo	7%	7%	6%	5%	7%

LG	4%	3%	3%	3%	3%
Others	31%	32%	31%	30%	27%

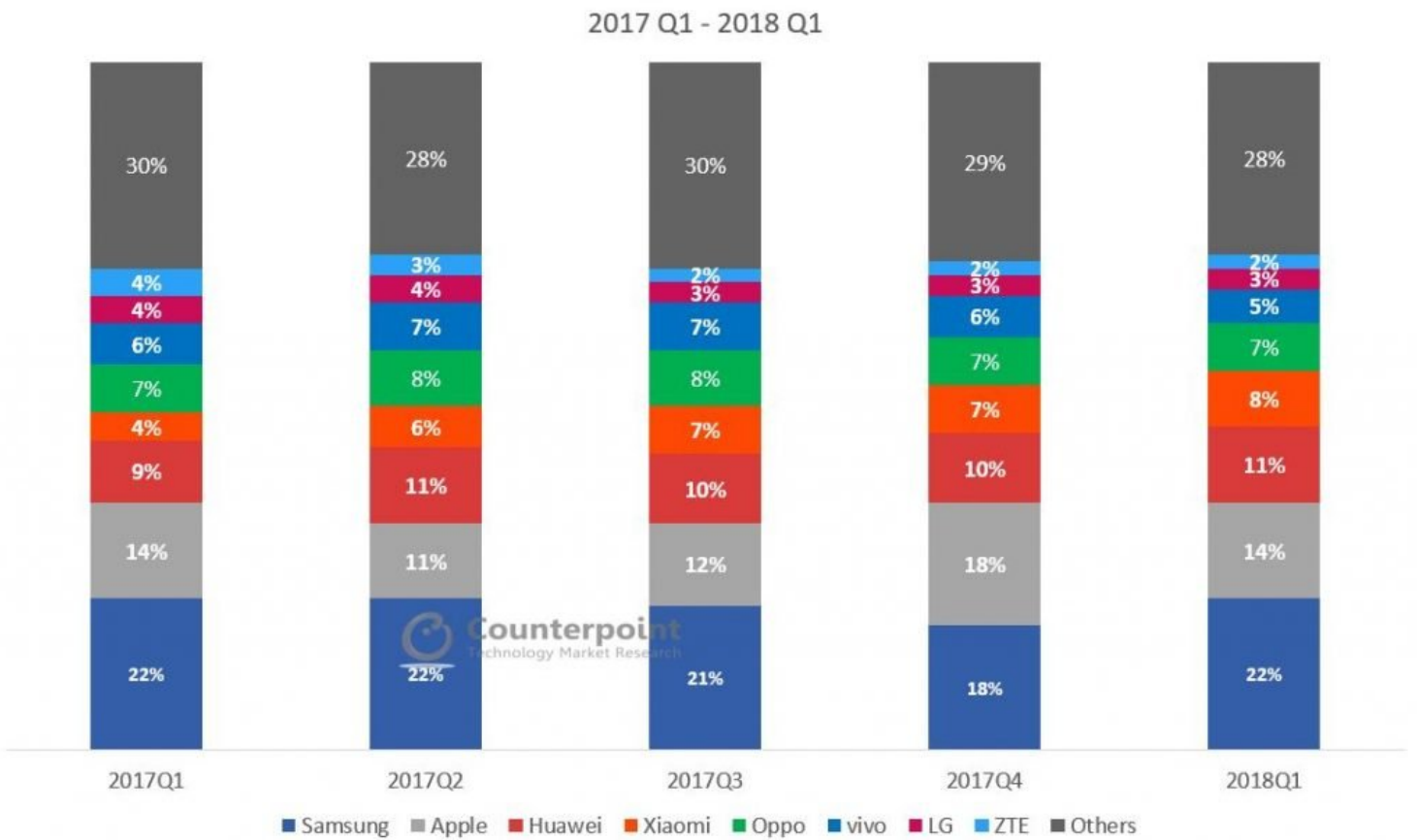
[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2017	2017	2017	2018	2018
	Q2	Q3	Q4	Q1	Q2
Samsung	80.4	83.3	74.4	78.2	71.5
Huawei	38.5	39.1	41.0	39.3	54.2
Apple	41.0	46.7	77.3	52.2	41.3
Xiaomi	23.1	28.5	31.0	28.1	32.0
Oppo	30.5	32.5	30.7	24.2	29.6
vivo	24.8	28.6	24.0	18.9	26.5
LG	13.3	13.9	13.9	11.4	9.8
Others	113.9	126.3	131.8	109.3	99.5

*\*Ranking is according to latest quarter.*

## Q1 2018 Highlights

- Smartphone shipments declined 3% annually reaching 360 million units in Q1 2018.
- The China market decline in Q1 2018, affected the overall growth of some of the key Chinese brands including OPPO and vivo. Both saw a decline in the quarter as a result of the China market slowdown.
- Smartphone penetration fell to 76% of all the mobile phones shipped in the quarter. This was partly due to an increase in feature phone shipments by some key brands such as Nokia HMD and Reliance Jio who both saw YoY growth.
- Top 10 brands accounted for 76% of the smartphone volumes in Q1 2018.



Source: *Counterpoint Research Market Monitor*

[Global Smartphone Share(%)]

Global Smartphone Shipments Market Share (%)	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1
Samsung	22%	22%	21%	18%	22%
Apple	14%	11%	12%	18%	14%
Huawei	9%	11%	10%	10%	11%
Xiaomi	4%	6%	7%	7%	8%
Oppo	7%	8%	8%	7%	7%
vivo	6%	7%	7%	6%	5%
LG	4%	4%	3%	3%	3%
ZTE	4%	3%	2%	2%	2%



Others	30%	28%	30%	29%	28%
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[Global Smartphone Shipments (Millions of Units)]

Global Smartphone Shipments	2017 Q1	2017 Q2	2017 Q3	2017 Q4	2018 Q1
Samsung	80.0	80.4	83.3	74.4	78.2
Apple	50.8	41.0	46.7	77.3	52.2
Huawei	34.6	38.5	39.1	41.0	39.3
Xiaomi	13.4	23.1	28.5	31.0	28.1
Oppo	26.1	30.5	32.5	30.7	24.2
vivo	22.8	24.8	28.6	24.0	18.9
LG	14.8	13.3	13.9	13.9	11.4
ZTE	13.3	12.2	9.8	9.4	7.1
Others	115.4	101.8	116.5	122.5	102.2

*\*Ranking is according to latest quarter.*

SMARTPHONES



### Team Counterpoint

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