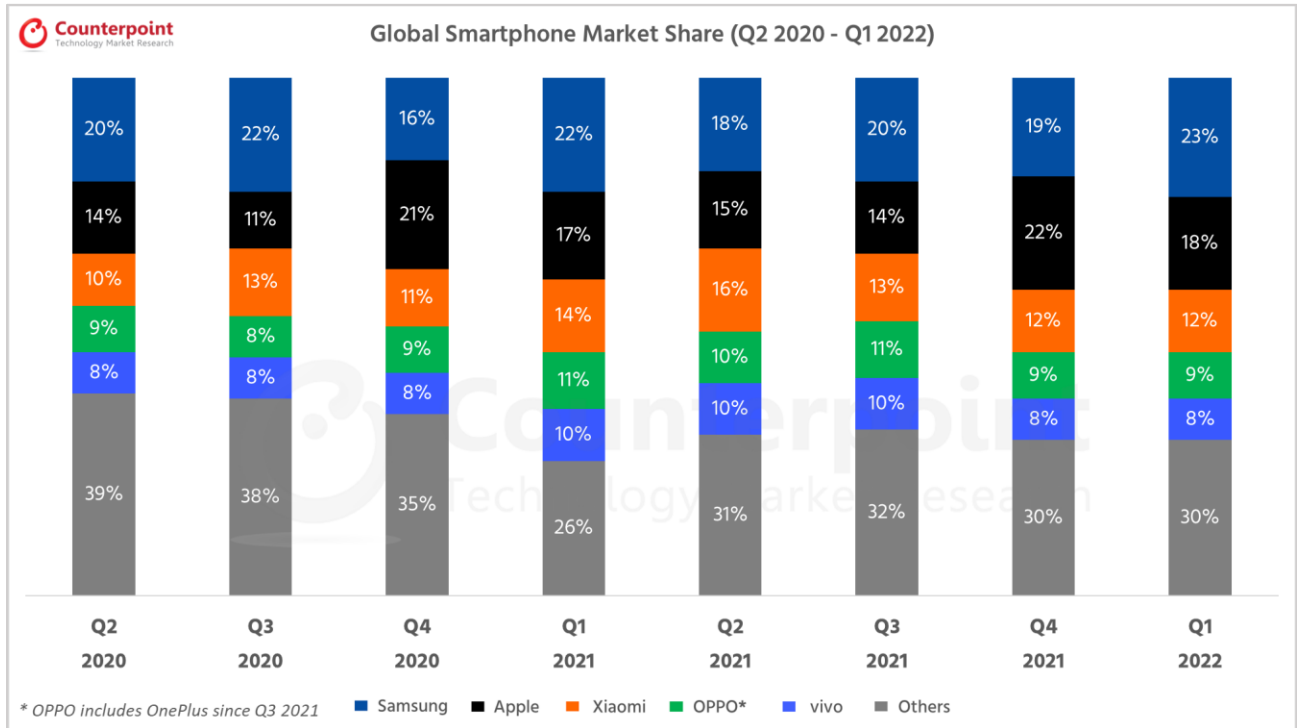




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Global Smartphone Market Share: By Quarter



Global Smartphone Shipments Market Share (%)								
Brands	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Samsung	20%	22%	16%	22%	18%	20%	19%	23%
Apple	14%	11%	21%	17%	15%	14%	22%	18%
Xiaomi	10%	13%	11%	14%	16%	13%	12%	12%
OPPO*	9%	8%	9%	11%	10%	11%	9%	9%
vivo	8%	8%	8%	10%	10%	10%	8%	8%
Others	39%	38%	35%	26%	31%	32%	30%	30%

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Global Smartphone Shipments (in Millions)								
Brands	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022
Samsung	54.2	80.4	62.5	76.6	57.6	69.3	69.0	74.5
Apple	37.5	41.7	81.9	59.5	48.9	48.0	81.5	59.0
Xiaomi	26.5	46.5	43.0	48.5	52.5	44.4	45.0	39.0
OPPO	24.5	31.0	34.0	38.0	33.6	38.1	33.9	30.9
vivo	22.5	31.0	33.4	35.5	32.5	33.7	29.3	24.8
Others	110.9	135.0	139.8	96.8	98.0	108.5	112.7	98.1
Total Market	276.1	365.6	394.6	354.9	323.1	342.0	371.4	326.4

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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