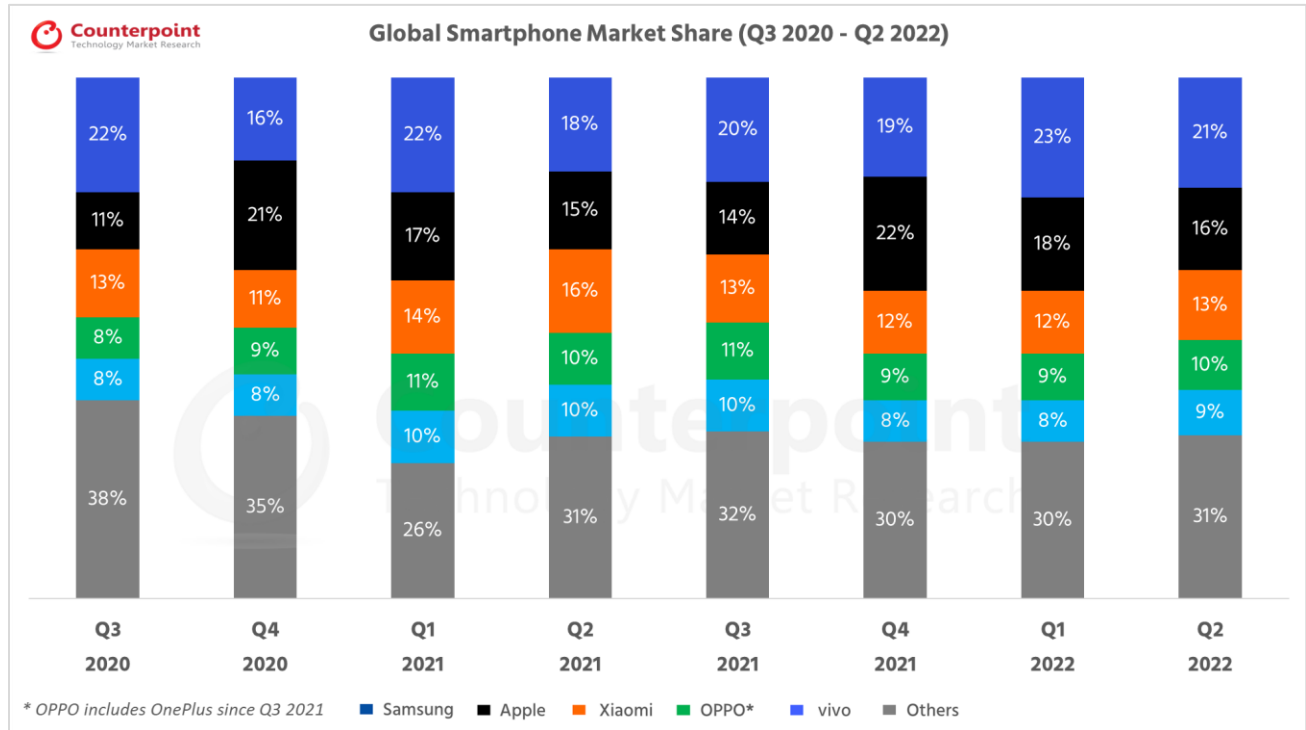




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Global Smartphone Market Share: By Quarter



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

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Global Smartphone Shipments (in Millions)								
Brands	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Samsung	80.4	62.5	76.6	57.6	69.3	69.0	74.5	62.5
Apple	41.7	81.9	59.5	48.9	48.0	81.5	59.0	46.5
Xiaomi	46.5	43.0	48.5	52.5	44.4	45.0	39.0	39.5
OPPO*	31.0	34.0	38.0	33.6	38.1	33.9	30.9	28.2
vivo	31.0	33.4	35.5	32.5	33.7	29.3	24.8	25.5
Others	135.0	139.8	96.8	98.0	108.5	112.7	98.2	92.3
Total Market	365.6	394.6	354.9	323.1	342.0	371.4	326.4	294.5

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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