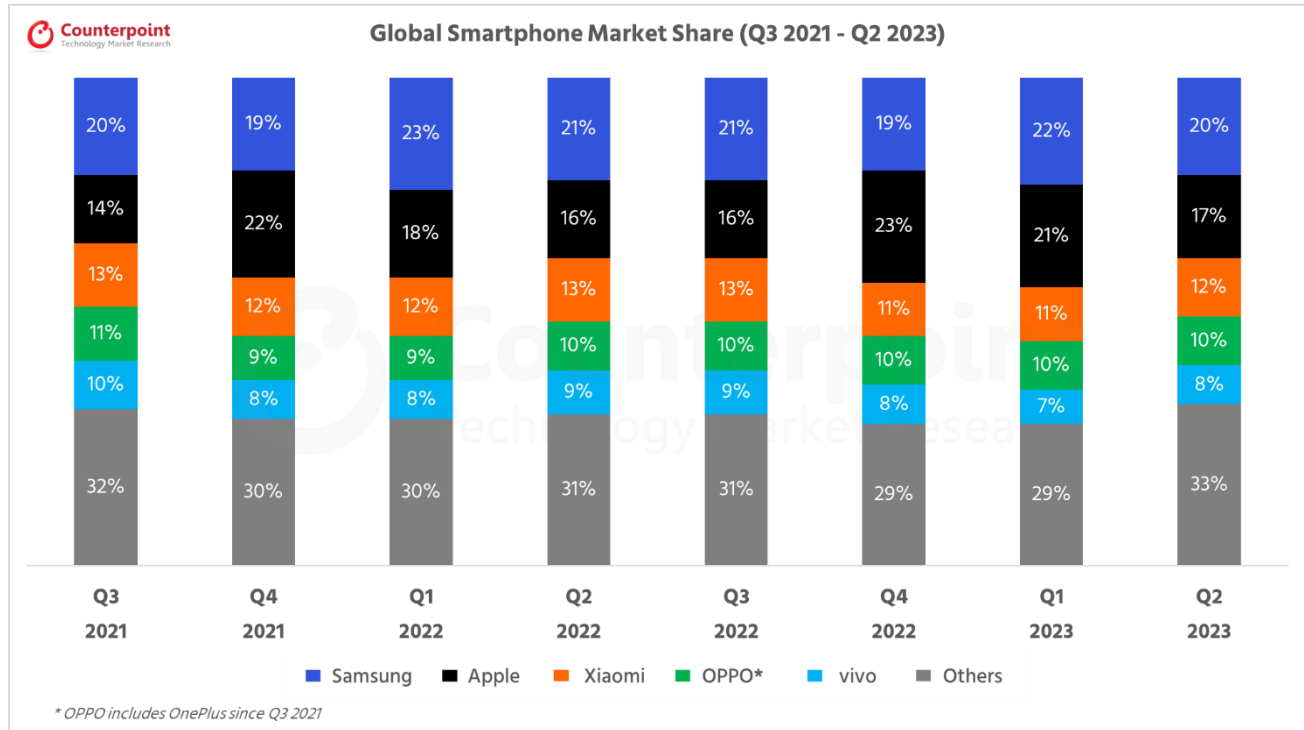




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Global Smartphone Market Share: By Quarter



Global Smartphone Shipments Market Share (%)								
Brands	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Samsung	20%	19%	23%	21%	21%	19%	22%	20%
Apple	14%	22%	18%	16%	16%	23%	21%	17%
Xiaomi	13%	12%	12%	13%	13%	11%	11%	12%
OPPO*	11%	9%	9%	10%	10%	10%	10%	10%
vivo	10%	8%	8%	9%	9%	8%	7%	8%
Others	32%	30%	30%	31%	31%	29%	29%	33%

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Global Smartphone Shipments (Millions)

Brands	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Samsung	69.3	69.0	74.5	62.5	64.3	58.3	60.6	53.5
Apple	48.0	81.5	59.0	46.5	49.2	70.0	58.0	45.3
Xiaomi	44.4	45.0	39.0	39.5	40.5	33.2	30.5	33.2
OPPO*	38.1	33.9	30.9	28.2	29.5	29.6	28.4	28.0
vivo	33.7	29.3	24.8	25.5	26.0	23.4	20.8	21.4
Others	108.5	112.7	98.1	92.3	92.4	89.4	81.9	86.6
Total Market	342.0	371.4	326.4	294.5	301.9	303.9	280.2	268.0

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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