

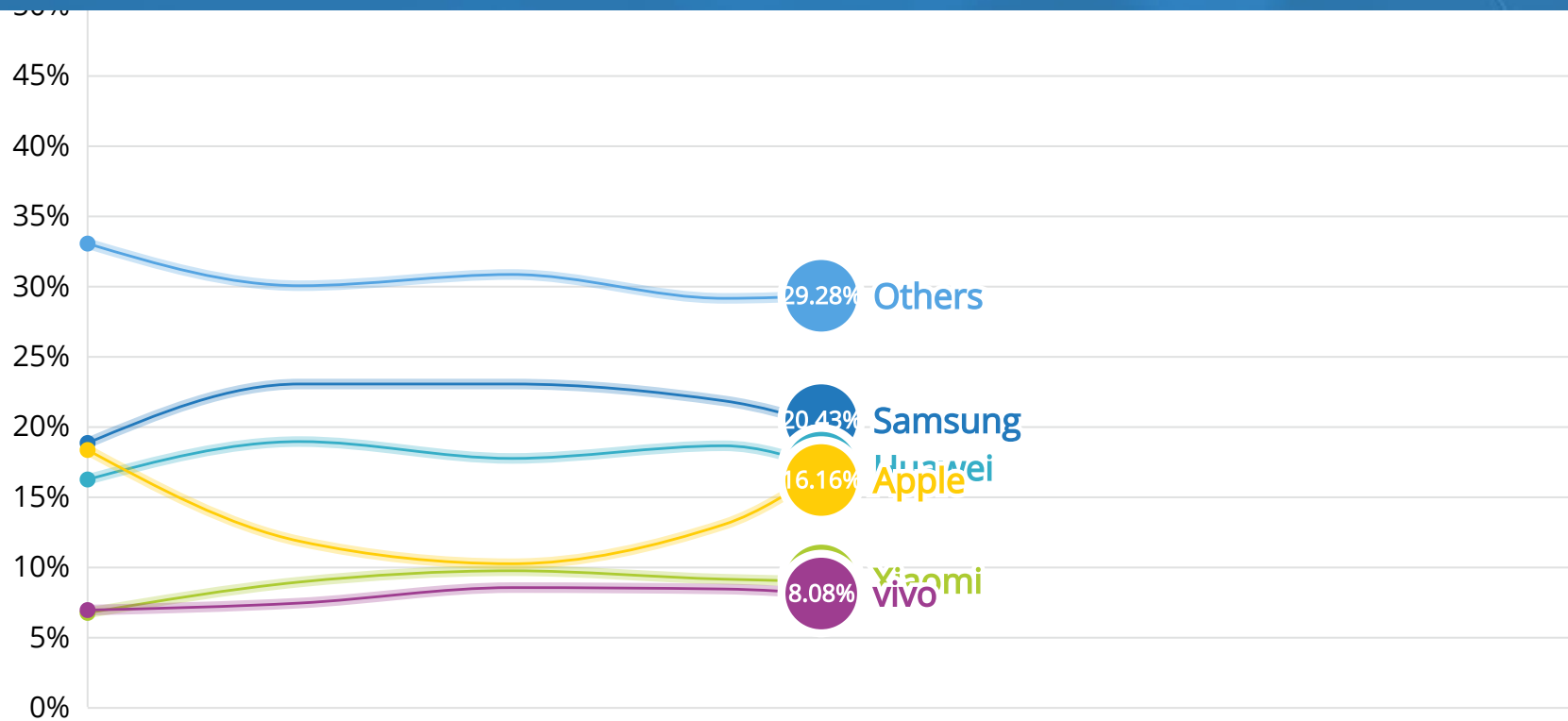
Smartphone Market Share

Updated: 4 Jan 2021

Vendor Data Overview

Worldwide smartphone vendors shipped a total of 354.7 million units during the third quarter of 2020 (2020Q3), resulting in a decline 1.1% YoY when compared to the 358.5 million units shipped in the third quarter of 2019. The results were stronger than IDC's previous forecast of a 9% year-over-year decline. This is mostly driven by the re-opening of economies around the globe as COVID-19 restrictions were gradually relaxed. Also, faster than expected rebound in some key emerging markets contributed to the growth.

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- Replay
- All
- Samsung
- Huawei
- Xiaomi
- Apple
- vivo
- Others

Quarter	2018Q4	2019Q1	2019Q2	2019Q3	2019Q4	2020Q1	2020Q2	2020Q3
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Xiaomi	6.7%	8.9%	9.7%	9.1%	8.9%	10.7%	10.3%	13.1%	
Apple	18.3%	11.8%	10.2%	13.0%	19.9%	13.3%	13.6%	11.8%	
vivo	6.9%	7.4%	8.5%	8.4%	7.7%	9.0%	8.6%	8.9%	
Others	33.0%	30.0%	30.8%	29.1%	29.5%	27.9%	27.9%	29.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Samsung returned to first position with a global market share of 22.7% to reach 80.4 million units and grew 2.8% YoY. India bodes well for Samsung & accounted for 15% of the total value. The vendor's M series performed well online. In the US, Samsung's second largest market, momentum was strong for the A series with good performances from the Note 20 and Note 20 Ultra as well, which contributed to almost 20% of total volume in 3Q20.

Huawei lost the top spot and settled into the second position with the market share of 14.6% share of the global smartphone market & a decline in shipments of 22% year over year in 2020Q3. This was mostly due to its continued drop in international markets and a double-digit decline in China. The vendor continued to face challenges due to the ever-increasing impact of the U.S. sanctions, which are taking a toll on its performance even in China as the brand is trying to pace out its shipments over a longer period.

Apple's performance in the smartphone market is expected to be mainly due to the delay in the launch of the new iPhone 12 series, which is usually in the third quarter. Overall, the vendor's iPhone 11 series continued to perform well followed by iPhone SE device. Looking ahead, we expect Apple to grow in coming quarters with strong early demand for iPhone 12 paired with robust trade-in offers across major carriers, especially in the U.S.

vivo returned to the Top 5 this quarter with 31.5 million units shipped for 4.2% year-over-year growth and 8.9% market share. India delivered massive growth of nearly 30% year over year in its low-end models under \$200. In China, the brand enhanced the market positions of its S, iQOO, and X series phones that helped continue its strong presence there.



Quarterly OS
(Tracker)



Quarterly Vendor
(Tracker)

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