

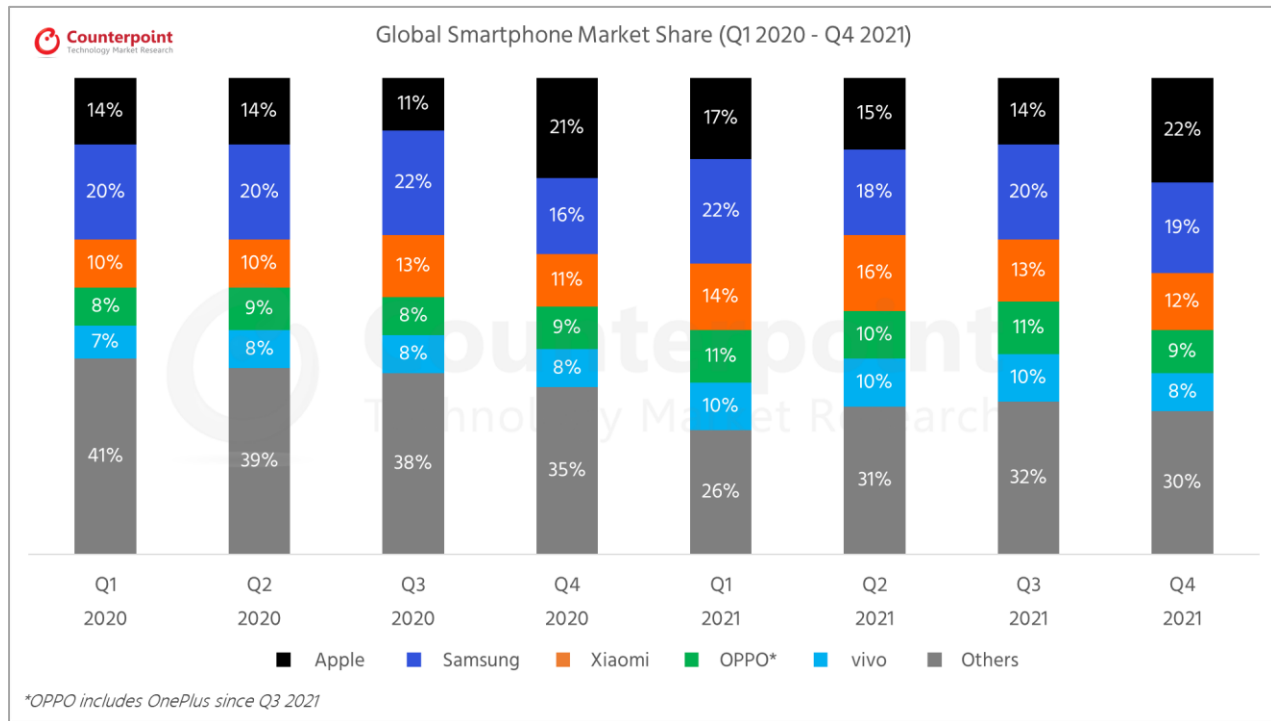


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Global Smartphone Market Share: By Quarter



Global Smartphone Shipments Market Share (%)								
Brands	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Apple	14%	14%	11%	21%	17%	15%	14%	22%
Samsung	20%	20%	22%	16%	22%	18%	20%	19%
Xiaomi	10%	10%	13%	11%	14%	16%	13%	12%
OPPO*	8%	9%	8%	9%	11%	10%	11%	9%
vivo	7%	8%	8%	8%	10%	10%	10%	8%
Others	41%	39%	38%	35%	26%	31%	32%	30%

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Global Smartphone Shipments								
Brands	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Apple	40.0	37.5	41.7	81.9	59.5	48.9	48.0	81.5
Samsung	58.6	54.2	80.4	62.5	76.6	57.6	69.3	69.0
Xiaomi	29.7	26.5	46.5	43.0	48.5	52.5	44.4	45.0
OPPO*	22.3	24.5	31.0	34.0	38.0	33.6	38.1	33.9
vivo	21.6	22.5	31.0	33.4	35.5	32.5	33.7	29.3
Others	122.8	110.9	135.0	139.8	96.8	98.0	108.5	112.7
Total Market	295.0	276.1	365.6	394.6	354.9	323.1	342.0	371.4

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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