

Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 2Q21 Update

Published 19 August 2021 - ID G00757324 - 2 min read

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The worldwide device market grew by 9.3% compared with 2Q20, registering two consecutive quarters of year-over-year growth. Phone market achieved double digit growth again, but PC and Ultramobile market slowed down to single-digit growth after four consecutive quarters of double-digit growth.

Additional Perspectives

- [Invest Implications: Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 2Q21 Update](#)
(23 August 2021)

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Overview

The worldwide device market grew year over year (YoY) again, showing 9.3% growth. 2Q21 was the second consecutive quarter of the YoY growth. Smartphone market contributed to the overall growth as consumer confidence was more stabilized after passing the worst of the pandemic during 2020. Smartphone shipments increased by 10.8% driven by demand for 5G smartphones. PC and Ultramobile (UM) market also grew, but the growth slowed down to the single digit after four consecutive quarters of double-digit YoY growth. The user behavior change due to the pandemic continued to stimulate PC and UM demands. PC including chromebooks grew by 9.3% with 60% YoY growth of Chromebooks, boosted by continuous demands driven by online education. Traditional table market showed down considerably to 1.3%, but the shipment volume remained at the same level as 1Q21.

In the PC market, including the Chromebooks, the top three vendor's positions remained unchanged compared to 1Q21. Lenovo kept top position with higher than average growth, while HP, the second largest vendor, registered single digit growth. Dell did very well in 2Q21 as the vendor increased the market share by 1.6% points though both Lenovo and HP lost share compared to 1Q21. Apple continued to be the largest traditional tablet vendor with an increasing market share to 45.5% compared to 44.5% in 1Q21. Samsung stayed in second place with double-digit YoY growth. In the smartphone market, Samsung stayed in the top position, but the YoY growth slowed down to single digit and lost market share compared to 1Q21. Xiaomi had an impressive double digit growth of over 80%, and went up to the second spot, ahead of Apple, in the market for the first time

Document Revision History

[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 1Q21 Update - 21 May 2021](#)

[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 4Q20 Update - 17 February 2021](#)

[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 3Q20 Update - 19 November 2020](#)

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[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 4Q19 Update - 24 February 2020](#)

[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 3Q19 Update - 20 November 2019](#)

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[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 4Q18 Update - 20 February 2019](#)

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