

# Samsung will beat Apple again as the No. 1 smartphone brand worldwide

Article

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In 2022, **Samsung** is expected to ship **276 million** smartphones worldwide, **maintaining its lead** over **Apple**, with **243 million**. Chinese smartphone brands **Xiaomi**, **Oppo**, and **Vivo** will round out the top five, which is also consistent with the 2021 rankings.

**Top 5 Smartphone Brands Worldwide, Ranked by Shipments, 2022**

millions and % change

1. Samsung	276 (1.1%)
2. Apple	243 (5.4%)
3. Xiaomi	220 (15.8%)
4. Oppo	208 (2.5%)
5. Vivo	149 (6.4%)

Note: total 2022 shipments=1.39 billion  
Source: TrendForce as cited in press release, Nov 17, 2021

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