

# Samsung leads global smartphone-shipment rebound

Article

**The news:** Samsung has overtaken Apple in smartphone shipments, but increasing competition is coming from China's emerging smartphone sector.

- Samsung captured a 20.8% market share from January to March, eclipsing Apple's 17.3% share, per [IDC](#).

- China-based **Xiaomi**, whose handsets aren't sold in North America, has 14.1% market share.
- **Global smartphone shipments in Q1 rose 7.8% YoY, totaling 289.4 million units.**

**Why it's worth watching:** Q1 sales tend to favor Samsung, which launches models early in the year, while Apple traditionally earmarks September for new **iPhones** to capture holiday season sales.

- **Apple's shipments dropped 10% in Q1, with 50.1 million iPhones shipped, down from the 55.4 million units during the same three-month period last year.**
- Competition is getting stronger from the likes of Xiaomi, **Huawei**, **Oppo**, and **Transsion**.

**AI is not yet a factor, but it could be a distraction:** The shift to on-device AI has not yet factored into the smartphone segment. That could change once Apple makes anticipated announcements at June's [Worldwide Developers Conference](#).

- Apple's attention has been divided recently across a monumental [AI pivot and its AR/VR aspirations](#), both of which have yet to be profitable.
- [Samsung has baked some AI features](#) into its latest **Galaxy** devices and is the first **Google** partner to integrate access to **Gemini Pro** and **Imagen 2 with Vertex AI** on cloud for smartphones.

**The bigger picture:** Intensifying competition from China's smartphone makers reveals that **there are growth opportunities in other countries and emerging markets** as mobile technology and 5G expansion grows.

Intensifying smartphone competition could erode Samsung's and Apple's leads in emerging markets, where AI and premium devices are not a factor for adoption.

## Smartphone Shipments Worldwide, by Brand, 2022 & 2023

millions, % of total, and % change

	2022	% of total	2023	% of total	% change
Apple	232.2	19%	229.1	20%	-1%
Samsung	257.9	22%	225.5	20%	-13%
Xiaomi	152.7	13%	146.1	13%	-4%
Oppo	113.4	10%	100.7	9%	-11%
TRANSSION	73.1	6%	92.6	8%	27%
Others	364.1	31%	347.9	30%	-4%
<b>Total</b>	<b>1,193.4</b>	<b>100%</b>	<b>1,141.9</b>	<b>100%</b>	<b>-4%</b>

Note: numbers may not add up to 100% due to rounding

Source: Canalys as cited in press release, Jan 31, 2024

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