

# Mobile World Congress highlights the fractured smartphone ecosystem

Article

**The news:** Mobile World Congress (MWC) kicks off this week in Barcelona, Spain, and upstart Chinese smartphone brands are expected to push the envelope in innovation and new form factors, per [The Verge](#).

**The contrasting global smartphone market:** North America is caught in the thrall of the **Apple** and **Google** smartphone duopoly that is focused on handsets but extends across ecosystems including wearables, fitness, entertainment, and mobile payments.

The rest of the world, however, will be getting a glimpse of future devices at MWC that might never make their way to the US and Canada, mostly due to geopolitical embargoes.

**What's coming at MWC 2023:** Chinese smartphone companies are finding limelight in the void left by **LG, HTC, Nokia, Qualcomm**, and other brands that have either folded or opted to hold their own events.

- **Honor** is launching **Honor Magic VS** foldable for international markets.
- **Xiaomi** will launch its **Xiaomi 13 Series**.
- **Realme** will reveal **Realme GT3**.
- **Oppo's** sister company **OnePlus** will show its **OnePlus 11** flagship.
- **Lenovo** might announce the **ThinkPhone by Motorola's** wider European availability.
- **TCL** is showcasing its **NXTPAPER 2-in-1** laptop featuring an innovative paper-like color display, as well as its **RayNeo X2** AR glasses.

**Our take:** Smartphone makers can take risks and showcase unusual designs and innovation at Mobile World Congress, which could help expansion across non-North American countries or regions with strict bans.

Despite the fragmented nature of the global smartphone market, Europe's carriers and consumers are starved for choice, innovation, and new form factors, especially after pandemic-related delays.

## Smartphone Shipments Worldwide, by Brand, 2021 & 2022

millions, % of total, and % change

	2021	% of total	2022	% of total	% change
Samsung	272	20%	259	21%	-5%
Apple	235	18%	231	19%	-1%
Xiaomi	190	14%	152	13%	-20%
Oppo	144	11%	107	9%	-26%
Vivo	134	10%	98	8%	-27%
Transsion	75	6%	68	6%	-9%
Honor	40	3%	59	5%	47%
Realme	58	4%	53	4%	-9%
Motorola	48	4%	47	4%	-1%
Huawei	35	3%	28	2%	-20%
Other	109	8%	104	9%	-5%
<b>Total</b>	<b>1,340</b>	<b>100%</b>	<b>1,207</b>	<b>100%</b>	<b>-10%</b>

Source: Omdia as cited in press release, Feb 3, 2023

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