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Smartphone Brand and Smartphone Market Trend

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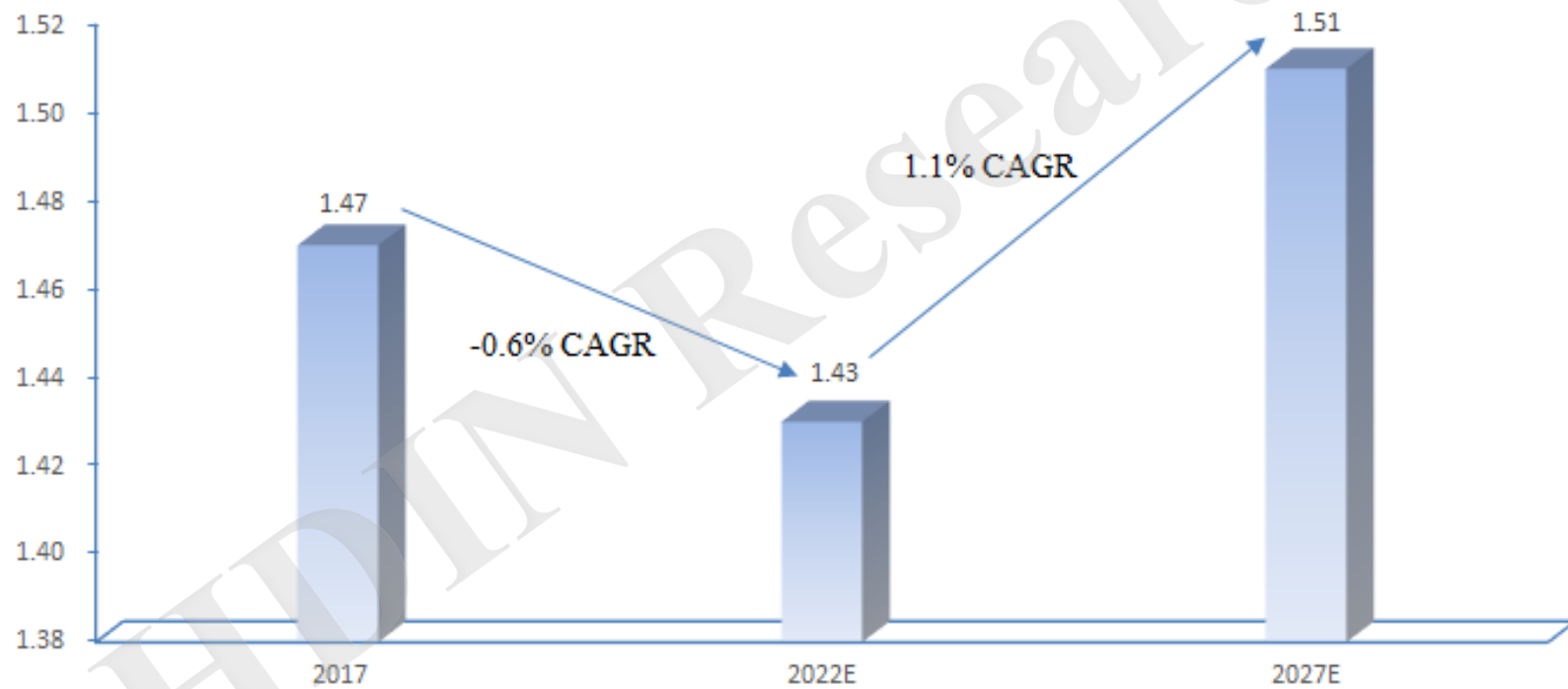
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The smartphone is a mobile device that can be used for making mobile calls, video conversations, and multi-functional mobile computing. A smartphone can be used as a phone and a small tablet PC. It has a customized mobile operating system that can browse the web and play multimedia files, and can also be expanded by installing APPs, video games, and other software.

With the development of the mobile Internet, smartphones have become the core communication tool, and the mobile application market and mobile commerce, mobile game industry, and social instant messaging networks are highly prosperous. With the development of communication technology and the concept of the Internet of everything, the smartphone become a more and more important terminal device.

The shipment of the global smartphone in 2017 was 1.47 billion units. Due to the effect of COVID-19, the shipment of the global smartphone in 2022 was 1.43 billion units, and the CAGR from 2017 to 2022 was -0.6%. With the control of the epidemic and 5G development, the global smartphone shipment is expected to reach 1.51 billion units in 2027, with a CAGR of 1.1% from 2022 to 2027.

GLOBAL SMARTPHONE MARKET SIZE (BILLION UNITS) AND CAGR



Samsung, Apple, Xiaomi, Vivo, Oppo, and Transsion are the main smartphone brands in the world. Following is the market share by smartphone shipment.

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Global Smartphone Market Share By Vendors (2021)

