

Smartphone vendors

New research data reveals that the smartphone market continues to be dominated by *Samsung* and *Apple*

TOP FIVE SMARTPHONE VENDORS (market share Q2, 2015)

Samsung:
21.7%
(↓2.3%
on last
year)

Apple:
14.1%
(↑34.9%)

Huawei:
8.9%
(↑48.1%)

Xiaomi: 14.1%
(↑29.4%)

Lenovo*: 4.8%
(↑2.4%)

Others:
45.2%
(↑7.3%)



% change compared to Q2, 2014 market share

*Had Lenovo acquired Motorola prior to Q2, 2014, its market share would have fallen 33.3%

Source: IDC

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