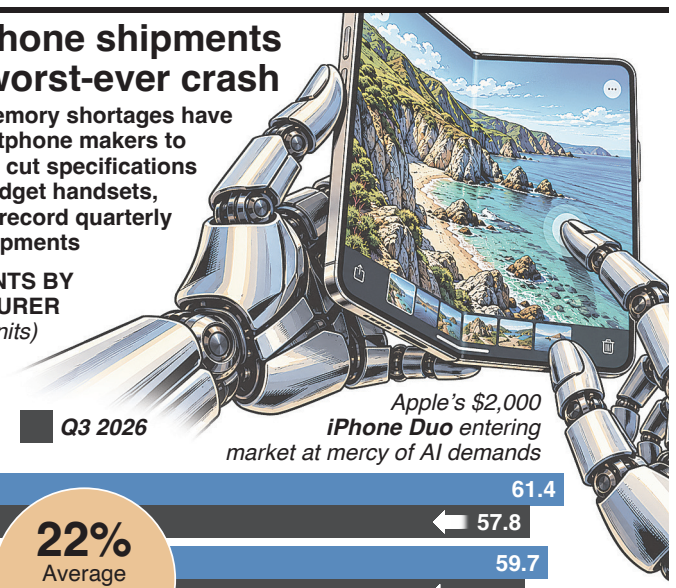
Smartphone shipments suffer worst-ever crash

AI-driven memory shortages have forced smartphone makers to raise prices, cut specifications and drop budget handsets, triggering a record quarterly slump in shipments

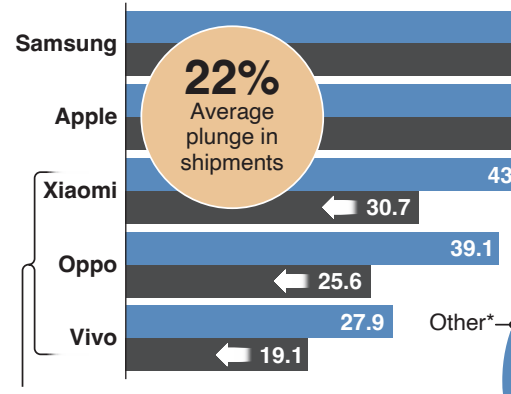


Apple's $2,000 ***iPhone Duo*** *entering market at mercy of AI demands*

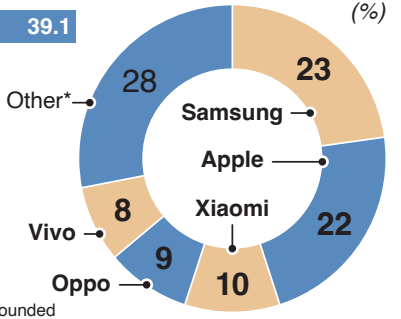
Q3 SHIPMENTS BY MANUFACTURER
(millions of units)

Quarterly comparison

Q3 2025 | ***Q3 2026***



GLOBAL SMARTPHONE MARKET SHARE
(%)



Budget Chinese smartphone brands have been hit hardest, with ***Oppo*** seeing **35%** fall in shipments. ***Apple*** has fallen least, with decline of **4%**

Sources: Bloomberg, IDC, iTech Post. Percentages rounded
Illustration created with aid of ChatGPT. *More than 100 tracked brands

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