

According to International Data Corporation (IDC) India, India's smartphone market shipped 46.6 million units during the third quarter of 2019, recording a 26.5 per cent quarter-on-quarter (QoQ) and 9.3 per cent year-on-year (YoY) growth. This growth has been driven by multiple online sale festivals, new model launches and price corrections on a few key models by various brands.

In terms of market positioning, Xiaomi continued to hold on to its first spot with 27.1 per cent market share. Xiaomi was followed by Samsung, Vivo, Realme and Oppo with 18.9 per cent, 15.2 per cent, 14.3 per cent and 11.8 per cent market share, respectively. Compared to the same quarter last year, the share of other brands has reduced to less than half from about 30 per cent.

IDC further noted that Samsung was the only company among top five players that recorded a fall in the market share in comparison to last year. Meanwhile, Xiaomi recorded its highest shipment ever of about 12.6 million units.

As far as the offline segment is concerned, it recorded a decline of 2.6 per cent YoY.

In the premium (\$500+) segment, Apple continued to dominate with a market share of 51.3 per cent during Q3 2019. This performance can be attributed to the affordable offers and price drops that the company introduced on previous generation models like the iPhone XR, iPhone 8 and iPhone 7 (128GB), along with the newly launched iPhone 11/Pro series.

The feature phone market accounted for 43.3 per cent of the total mobile phone shipments with 35.6 million units. Compared to last year, the feature phone market recorded a 17.5 per cent YoY decline. 4G-enabled feature phones declined 20.3 per cent YoY due to heavy inventory in the channel. The 2/2.5G market also saw a decline of 16.2 per cent during the period under consideration.

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