

Xiaomi Moves Ahead of Apple, Now No. 3 Smartphone Vendor

Written by Bob Snyder
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Xiaomi moved past Apple into the No. 3 worldwide supplier position as smartphone sales to end-users globally totalled 366 million units in Q3 2020 (down 5.7% from Q3 2019).

According to a new Gartner report, Xiaomi grew 34.9% in Q3 2020, securing 12.1% market share while overall global mobile phone sales to end users totalled 401 million units, a decline of 8.7% year-over-year.

This year, after two consecutive quarters of 20% decline, quarterly **smartphone sales have started to show signs of recovery**

. Despite that growth, smartphone sales remain weaker compared to the same time in 2019--even with vendors introducing multiple 5G smartphones and governments relaxing shelter-in-place instructions in some geographies.

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Table 1. Worldwide Top 5 Smartphone Sales to End Users by Vendor in 3Q20 (Thousands of Units)

Vendor	3Q20 Units	3Q20 Market Share (%)	3Q19 Units	3Q19 Market Share (%)	3Q20-3Q19 Growth (%)
Samsung	80,816.0	22.0	79,056.7	20.3	2.2
Huawei	51,830.9	14.1	65,822.0	16.9	-21.3
Xiaomi	44,405.4	12.1	32,927.9	8.5	34.9
Apple	40,598.4	11.1	40,833.0	10.5	-0.6
OPPO	29,890.4	8.2	30,581.4	7.9	-2.3
Others	119,117.4	32.5	139,586.7	35.9	-14.7
Total	366,658.6	100.0	388,807.7	100.0	-5.7

Due to rounding, some figures may not add up precisely to the totals shown.

Source: Gartner (November 2020)

[Gartner: Worldwide Smartphone Sales Q3 2020](#)