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Data · Insights · Statistics

STATISTICS BOOK

Telecommunications: statistics and facts

8 full reports · Edition October 2026

~19%

SAMSUNG Q1'26

247M

2025 RECORD

290M

Q1 2026 SHIPMENTS

\$584B

2030 REVENUE
(RECORD)

ABOUT THIS BOOK

Telecommunications: statistics and facts

Looking for data on Telecommunications? The 8 reports below cover Smartphone (3 reports) and iPhone (3 reports).

Some numbers that stand out in these reports: ~19% (Samsung Q1'26), 247M (2025 Record), 290M (Q1 2026 Shipments) and \$584B (2030 Revenue (Record)).

Recently updated reports include Smartphone Market Share by Vendor 2009-2026 and Apple iPhone Shipments Quarterly 2010-2026: Data. New and updated reports appear here automatically, the last change was on Oct 18, 2026. Each report lists its sources and lets you download its charts and data.

Also in this topic: How Many Phones Does the World Ship? 54M to 1.47B a Year, How Much Is the Smartphone Industry Worth? \$409B to \$584B and iPhone 16 Adoption by Model 2024-2026: Data.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

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STATISTICS REPORT

Smartphone market share worldwide quarterly 2009-2026, by vendor

 Updated Jun 19, 2026 · businessstats.com/global-market-share-held-by-smartphone-vendors-since-4th-quarter-2009

~19% SAMSUNG Q1'26	~18% APPLE Q1'26	~12% XIAOMI Q1'26
~39% NOKIA 2009	~45% CHINESE BRANDS	0% NOKIA TODAY

Overview

Smartphone market share worldwide from 4th quarter 2009 to 1st quarter 2026, by vendor

The smartphone market has been reshaped completely since 2009. Where Nokia and BlackBerry once dominated, Samsung and Apple now lead, with a wave of Chinese vendors crowding in behind them. This report tracks worldwide smartphone market share by vendor, quarter by quarter, from the fourth quarter of 2009 to the first quarter of 2026, charting one of the most dramatic reorderings in tech. No other major market has seen its leaders change so completely. Today's top brands were minor or nonexistent in 2009. Xiaomi did not exist; Huawei was tiny; Transsion was unknown. The leaders of today were nowhere on the map. The market reinvented its entire top tier in a decade. Such wholesale turnover is rare in any industry. The smartphone market remakes itself constantly. No lead is ever truly safe in this fast-moving global business.

As of early 2026, Samsung and Apple lead the market, each holding roughly 18 to 19 percent of global shipments, with Xiaomi third near 12 percent. Behind them, Oppo, Vivo and the fast-rising Transsion fill out the top ranks. The revenue these shipments generate for the leaders is explored in our [Apple, Google and Microsoft revenue comparison analysis](#); here the focus is on units and share. Shipments tell a different story from revenue. A vendor can lead in units yet trail in profit. Apple proves the point, taking most profit from a minority of units. Share of shipments is only one way to measure success. Profit, revenue and brand value tell other stories. Each lens ranks the vendors differently. No single measure captures the full picture.

Worldwide Smartphone Market Share by Vendor, 2009-2026 (%)Quarterly shipment share of the major vendors.

Data:

Worldwide smartphone shipment market share by vendor, Q4 2009 to Q1 2026, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Shares are based on units shipped, in percent. Recent quarters use reported figures; older quarters are reconstructed from documented annual and quarterly market-share data, with values interpolated between well-documented anchor points. Trackers differ slightly, so figures are indicative of scale and trend.Switch views with the toolbar.

The story is one of repeated upheaval. Nokia, which held nearly 40 percent of the market in 2009, was gone within a few years. Samsung rose to become the long-running leader. Huawei surged to second place by 2019, only to collapse under US sanctions. And Apple, ever cyclical, has climbed steadily to challenge Samsung for the top spot, a rise powered by the iPhone in our [Apple iPhone revenue analysis](#).

A note on the data. Shares are based on units shipped, in percent. Recent quarters use figures reported by trackers such as IDC and Counterpoint; older quarters are reconstructed from documented annual and quarterly market-share data, with values interpolated between well-documented anchor points. Research firms differ slightly, so the figures are indicative of scale and trend rather than exact. The broad trends, however, are well established and widely agreed. Every tracker shows the same overall arc. IDC, Counterpoint and Omdia agree on the big picture. They differ only at the margins of each quarter. The headline rankings are consistent across firms. Analysts agree on who leads, if not by how much.

Market Share Data Table

Smartphone Market Share by Vendor, Selected Quarters

Worldwide Smartphone Market Share by Vendor, Selected Quarters (%)Click any column to sort

QUARTER	SAMSUNG	APPLE	XIAOMI	OTHERS
Q4 '09	3%	18%	0%	79%
Q4 '11	22%	23%	1%	54%

Q4 '13	28%	20%	2%	50%
Q4 '15	21%	20%	5%	54%
Q4 '17	18%	20%	7%	55%
Q4 '19	18%	19%	9%	54%
Q4 '21	19%	22%	12%	47%
Q4 '23	16%	22%	13%	49%
Q4 '25	19%	23%	12%	46%
Q1 '26	19%	18%	12%	51%

The table lists the worldwide smartphone market share of the leading vendors at key points from 2009 to 2026. It shows Nokia falling from dominance to nothing, Samsung rising to lead, Huawei spiking and crashing, and Xiaomi climbing into the top three. Sorting the columns highlights how completely the order has changed over the period. Almost none of the 2009 leaders remain near the top today. The turnover at the top has been near-total. Of the 2009 leaders, only Apple and Samsung still matter. Every other name has fallen away or transformed. The 2009 and 2026 leaderboards barely overlap. Only two names survive at the top. Samsung and Apple alone bridge both eras. They are the market's two enduring great survivors.

Q1 2026 Standings

A Photo Finish

As of the first quarter of 2026, Samsung leads the smartphone market with about 19 percent share, narrowly ahead of Apple at roughly 18 percent. Xiaomi sits third near 12 percent, followed by Oppo and Vivo, with Transsion and others making up the rest. The top two are separated by less than a single percentage point.

The closeness of Samsung and Apple is a defining feature of the current market. The lead flips between them depending on the quarter: Apple typically leads in the holiday fourth quarter when new iPhones ship in volume, while Samsung leads in other quarters on the strength of its broad lineup. In early 2026, Samsung reclaimed the top spot after the iPhone holiday surge faded. The pattern repeats almost every year. Apple peaks in winter, Samsung leads the rest of the year. The seasonal handover is one of the market most reliable rhythms. It has held for over a decade. The winter spike is now a fixture of the market. Apple holiday surge is utterly predictable. Every autumn launch lifts its winter share.

Smartphone Market Share by Vendor, Q1 2026 (%) Latest quarter share, ranked.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

Below the top two, the Chinese vendors compete fiercely for share. Xiaomi, Oppo and Vivo each hold high-single-digit to low-teens shares, while Transsion has risen rapidly by dominating emerging markets in Africa and Asia. The market in early 2026 was also shrinking, squeezed by memory-component shortages that pushed up prices, a pressure felt across our [Rising costs squeezed the whole industry](#), a pressure felt across our [big tech revenue comparison analysis](#).

Samsung vs Apple

The Central Rivalry

The Samsung versus Apple rivalry is the central contest of the modern smartphone era. For most of the 2010s, Samsung led comfortably, shipping more phones across more price points than anyone. But Apple has steadily closed the gap, and since around 2023 the two have been effectively tied, trading the top spot from quarter to quarter. The two have never been more evenly matched. Each quarter the lead can change hands. No vendor can take the top spot for granted now. The contest is decided quarter by quarter. Momentum can shift with a single product launch. One strong flagship can redraw the quarter. A single hit phone shifts the rankings.

The two compete in very different ways. Samsung sells across the entire price range, from budget A-series phones to premium foldables, giving it huge volume. Apple sells only premium phones but in enormous numbers, capturing the vast majority of industry profit despite shipping fewer units, a profit dominance reflected in our [Apple net income analysis](#).

Samsung vs Apple Market Share, 2009-2026 (%) Quarterly share of the two leaders, head to head.

Data:



Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

The result is a market where Samsung and Apple are nearly tied in units but worlds apart in economics. Apple takes the lions share of smartphone profits with its premium-only lineup, while Samsung relies on volume. The unit race may be close, but in revenue and profit per phone, Apple is far ahead, a gap reinforced by the services attached to each device in our [Apple Services revenue analysis](#).

Rise and Fall

Leaders Come and Go

No part of the smartphone story is more dramatic than the rise and fall of vendors. Nokia, the dominant force of 2009 with nearly 40 percent share, was overwhelmed by the Android and iPhone era and had effectively vanished from the rankings by 2014, one of the fastest collapses in business history.

Huawei traced an even steeper arc. It climbed to become the second-largest smartphone vendor in the world by 2019, briefly even challenging for first, before US sanctions in 2020 cut off its access to chips and Google services. Within a year its global share had collapsed from around 18 percent to low single digits, redrawing the entire competitive map. Few corporate falls have been so sudden or so complete. Huawei went from challenger to footnote almost overnight. Geopolitics, not the market, decided its fate. A single policy change reshaped the rankings. External shocks can matter as much as competition. Politics reshaped the market as much as products. Sanctions did what no rival could.

The Rise and Fall of Vendors: Nokia, Huawei, Xiaomi (%) Quarterly share of three vendors with dramatic arcs.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:



Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

Into the space left by these falls stepped new winners. Xiaomi rose from nothing in 2013 to a steady top-three position, briefly reaching second place in 2021. Oppo, Vivo and Transsion also surged. The lesson of the smartphone market is that dominance is fragile, and that a leader can fall as fast as it rose, a volatility rare in our Smartphone leadership has proved strikingly fragile, a volatility rare in our biggest companies by market value analysis.

Snapshot

A Fragmented Field

Seen as a snapshot, the first quarter of 2026 market is more fragmented than it looks. Samsung and Apple together hold under 40 percent, leaving the majority of the market to a crowd of Chinese vendors and others. Xiaomi, Oppo, Vivo and Transsion together account for a larger combined share than either leader, underlining how competitive the field below the top two has become. The middle of the market is a brutal contest. Margins there are thin and competition fierce. Survival depends on scale and efficiency. Many brands have tried and failed to break through. The graveyard of smartphone makers is crowded. Few who enter the market manage to stay.

This fragmentation is a defining feature of the modern market. Unlike the early years, when one or two vendors dominated, today no single company holds even a fifth of the market, and five or six vendors hold meaningful shares. The result is intense competition, especially in the mid-range and emerging markets where the Chinese brands and Transsion battle for volume. Price competition there is relentless. Only the most efficient vendors survive.

Smartphone Market Share by Vendor, Q1 2026 (%) The latest quarter as a share of the whole market.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported

figures. Different research firms report slightly different shares. Switch views with the toolbar.

The snapshot also captures how far the centre of gravity has shifted toward Asia. With Samsung (Korean), Apple (American) and four major Chinese vendors making up most of the market, the smartphone industry is now overwhelmingly an Asian-led business, a shift that has redrawn the global technology map over the past fifteen years.

Chinese Vendors

The Collective Rise

Tracking the combined share of the Chinese vendors, Xiaomi, Oppo, Vivo, Huawei, Honor and Transsion, shows their collective rise. From a negligible presence in 2009, Chinese brands together now account for roughly 40 to 45 percent of the global market, more than Samsung and Apple combined, even after Huawei collapse.

This collective rise reshaped the industry. Chinese vendors first conquered their vast home market, then expanded across Asia, Africa and Latin America with aggressive pricing and rapid innovation. Transsion in particular built a dominant position in Africa with phones tailored to local needs, while Xiaomi, Oppo and Vivo spread across emerging markets worldwide. Their expansion was rapid and far-reaching. Within a decade they reached every continent.

Combined Market Share of Chinese Vendors, 2009-2026 (%)Xiaomi, Oppo, Vivo, Huawei, Honor and Transsion together.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

The combined Chinese share would be even higher but for the fall of Huawei, once the largest of them. Its collapse handed share to its domestic rivals, especially Xiaomi and the Honor brand it spun off. Even so, the Chinese vendors as a group are now the dominant force in global smartphone volume, a scale that now

rivals any single vendor in the entire industry. Collectively they are the market dominant force. No single rival matches their combined scale.

Apple Seasonality

The Holiday Spike

Apple market share follows a pronounced seasonal rhythm unlike any other vendor. Its share peaks sharply in the fourth quarter, the holiday season when new iPhones launch, then declines through the following quarters until the next launch. The swing between Apple peak and trough quarters can exceed eight percentage points.

This seasonality reflects Apple unique strategy of launching its flagship iPhones each September, driving a wave of holiday-quarter sales. No other major vendor concentrates its sales so heavily in one quarter. The pattern means Apple often leads the market in the fourth quarter but slips behind Samsung in the spring and summer, as seen in our [Apple revenue by segment](#) analysis.

Apple Average Market Share by Calendar Quarter (%) Apple share is highest in the holiday fourth quarter.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

The seasonality of Apple share is the mirror image of its revenue seasonality. Because the iPhone dominates Apple sales, the holiday quarter that lifts Apple market share also drives its biggest revenue quarter of the year. The two move together, making the fourth quarter decisive for Apple in both share and sales.

Top Five Today

Concentration at the Top

The top five vendors today, Samsung, Apple, Xiaomi, Oppo and Vivo, together hold roughly 70 to 75 percent of the global market, leaving the rest to Transsion, Honor, Motorola, Huawei and a long tail of smaller brands. The concentration at the top is real but far from total, with the sixth-place vendor still holding a meaningful share.

The composition of the top five has been remarkably stable in recent years, even as the order shifts. Samsung and Apple anchor the top two, while Xiaomi, Oppo and Vivo rotate through the next three places depending on the quarter and region. Transsion has been knocking on the door of the top five, occasionally breaking in on the strength of its emerging-market sales.

Top Five Smartphone Vendors by Share, 2026 (%) The five largest vendors and their combined dominance.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

Below the top five, the competition is even more intense. Transsion, Honor and Motorola are all vying for position, while once-mighty brands like LG and HTC have exited the market entirely. The churn below the leaders is a reminder of how unforgiving the smartphone business has become, a dynamic that makes the smartphone business one of the most unforgiving in all of technology.

Share Shifts

A Decade of Change

Comparing each vendor share in 2026 with its share roughly a decade earlier shows who has gained and who has lost. Apple and Xiaomi are among the biggest gainers, while Samsung has held roughly steady. The clearest loser is Huawei, whose share collapsed after 2020, along with the long-departed Nokia and LG.

These shifts reflect the forces that have shaped the market: Apple steady premium climb, Xiaomi aggressive expansion, Huawei sanctions-driven collapse, and the disappearance of older Western and Korean brands. The net effect has been a market that is both more concentrated at the very top and more fragmented just below it than it was a decade ago.

Change in Market Share by Vendor Since 2016 (pp)Percentage-point gain or loss over roughly a decade.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

The pattern of gains and losses also points to where the market is heading. Apple continued share gains suggest the premium segment is strengthening, while the rise of Transsion and the Chinese brands points to growth in emerging markets. The vendors gaining share today are those positioned at the two ends of the market, premium and ultra-affordable, a barbell shape echoed in our [Apple total revenue analysis](#).

Apple vs the Rest

One Brand Against Many

Setting Apple against the entire rest of the market shows the scale of its singular position. With around 18 percent of global shipments, Apple alone holds roughly the same share as the next two or three vendors combined, despite selling only premium phones. The other 82 percent is split among Samsung and a crowd of Android vendors.

This view underlines how unusual Apple position is. It is the only major vendor that sells no budget phones, yet it holds a share rivalling Samsung, which sells across every price point. Apple converts its slice of units into the overwhelming majority of industry profit, a dominance that defines its place in our [Services share of Apple revenue analysis](#).

Apple vs the Rest of the Market, 2009-2026 (%)Apple share stacked against all other vendors combined.

Data:

Derived from worldwide smartphone shipment market share, compiled by BusinessStats from IDC, Counterpoint and similar trackers.

Note:

Combined shares, head-to-head gaps, seasonality, era leaders and share changes are calculated from the vendor share series. Older quarters are reconstructed from documented data; recent quarters use reported figures. Different research firms report slightly different shares. Switch views with the toolbar.

The Apple-versus-everyone framing captures the essential split in the smartphone market: one premium giant on one side, and the entire Android ecosystem on the other. While Android phones vastly outnumber iPhones in total, Apple single brand stands against dozens of competing Android makers, a structural advantage that underpins the wider Apple story in our [App Store categories](#) analysis.

~19% Samsung Q1'26 Market leader. ~18% Apple Q1'26 A close second. ~12% Xiaomi Q1'26 Third place.
~39% Nokia in 2009 Then dominant.

The worldwide smartphone market share story from 2009 to 2026 is one of relentless change. Nokia and BlackBerry, the leaders of 2009, are gone. Samsung rose to dominate and still leads narrowly. Apple climbed steadily to draw level. Huawei soared and crashed. And a wave of Chinese vendors, Xiaomi, Oppo, Vivo and Transsion, reshaped the market from below.

More than any single ranking, it is the constant churn that defines the smartphone market. Leaders have risen and fallen within a few years, dominance has proved fragile, and the centre of gravity has shifted decisively toward Asia. As of 2026, Samsung and Apple are locked in a near-tie at the top while the Chinese vendors crowd in behind, a balance that, on the history of this market, is unlikely to hold for long, a volatility that sets the smartphone business apart from the steadier giants in our [Apple revenue share](#) analysis.

FAQ

Frequently Asked Questions: Smartphone Market Share by Vendor

As of the first quarter of 2026, Samsung has the largest worldwide smartphone market share at about 19 percent, narrowly ahead of Apple at roughly 18 percent. Xiaomi is third near 12 percent, followed by Oppo and Vivo. Samsung and Apple are effectively tied, and the lead flips between them by quarter: Apple typically leads in the holiday fourth quarter, while Samsung leads the rest of the year.

The market has transformed completely. In 2009, Nokia dominated with nearly 40 percent share and BlackBerry held about 20 percent, while Apple was around 16 percent and Samsung tiny. Today Samsung and Apple lead at about 18 to 19 percent each, Nokia and BlackBerry are gone, and Chinese vendors like Xiaomi, Oppo, Vivo and Transsion hold large shares. It is one of the most dramatic reorderings in tech history.

Huawei rose to become the world's second-largest smartphone vendor by 2019, briefly challenging for first place. But US sanctions imposed in 2020 cut off its access to advanced chips and to Google's Android services, crippling its phones outside China. Within about a year, its global market share collapsed from around 18 percent to low single digits, handing share to rivals like Xiaomi and its own spun-off Honor brand.

It depends on the quarter. Samsung and Apple have been effectively tied for the lead since around 2023, each with about 18 to 19 percent of global shipments. Apple typically leads in the holiday fourth quarter, when new iPhones ship in volume, while Samsung leads in other quarters on the strength of its broad lineup. In Q1 2026, Samsung reclaimed the top spot as the iPhone holiday surge faded.

Chinese smartphone vendors, including Xiaomi, Oppo, Vivo, Honor, Transsion and Huawei, together hold roughly 40 to 45 percent of the global market as of 2026, more than Samsung and Apple combined. They first conquered their home market, then expanded across Asia, Africa and Latin America. Transsion in particular dominates many African markets, while Xiaomi, Oppo and Vivo compete fiercely across emerging markets worldwide.

Apple launches its new flagship iPhones each September, which drives a surge of sales in the fourth quarter holiday season. Because the iPhone dominates Apple's sales, its market share spikes in that quarter, often making Apple the top vendor, then declines through the following quarters until the next launch. The swing between Apple's peak and trough quarters can exceed eight percentage points, a seasonality unique among major vendors.

Several once-major brands have exited the market. Nokia, the dominant vendor of 2009, collapsed in the early 2010s after failing to adapt to Android and the iPhone. BlackBerry, once around 20 percent share, vanished by the mid-2010s. LG exited the smartphone business in 2021, and HTC, once a major Android maker, faded to irrelevance. Huawei's global share collapsed after 2020 sanctions, though it survives in China.

Smartphone market share is usually measured by units shipped, tracked by research firms such as IDC, Counterpoint Research and Omdia. Shipments count phones sent to retailers and carriers, not necessarily



sold to consumers. The firms report quarterly figures, and their estimates differ slightly because of different methodologies. This analysis uses reported figures for recent quarters and documented data for older ones, so figures are indicative of scale and trend.

The global smartphone market was shrinking in early 2026. According to IDC and other trackers, Q1 2026 shipments fell by roughly 3 to 6 percent year over year, breaking a long growth streak. The decline was driven mainly by memory-component shortages that raised costs and forced price increases, squeezing demand, especially for lower-end Android phones. Samsung and Apple were the only top-five vendors to grow, thanks to their premium focus.

Transsion is a Chinese smartphone maker, owner of the Tecno, Infinix and itel brands, that has risen rapidly by dominating emerging markets, especially in Africa. It builds affordable phones tailored to local needs, such as better camera tuning for darker skin tones, longer battery life and dual-SIM support. By 2025 Transsion had become a top-five global vendor by units, with around 8 to 9 percent share, one of the fastest risers in the industry.

Sources

IDC Worldwide Quarterly Mobile Phone Tracker, Counterpoint Research and Omdia - Source for reported quarterly smartphone shipment market share by vendor.

IDC Smartphone Market Share - Reference for recent quarterly vendor shipments and share.

Market share is based on units shipped, in percent. In Q1 2026, Samsung led at about 19 percent and Apple at roughly 18 percent, with Xiaomi third near 12 percent. Older quarters are reconstructed from documented annual and quarterly market-share data, with values interpolated between well-documented anchor points; recent quarters use reported figures. IDC, Counterpoint and Omdia report slightly different shares, so figures are indicative of scale and trend rather than exact.

STATISTICS REPORT

Revenue of the smartphones industry worldwide 2018-2030

 Updated Jun 14, 2026 · businessstats.com/worldwide-smartphone-market-revenue

\$584B 2030 REVENUE (RECORD)	\$490B 2018 REVENUE	\$409B 2020 PANDEMIC LOW
\$6.4T TOTAL 2018-2030	18.7% APPLE SHARE 2024	\$118B CHINA MARKET 2026

Overview

Revenue of the smartphones industry worldwide from 2018 to 2030

The smartphone has become the defining product of the modern technology era, and the money the world spends on it each year is staggering. According to Statista Market Insights, global revenue in the smartphones market is estimated to climb from around \$490 billion in 2018 to roughly \$584 billion by 2030, making it comfortably the single largest category of consumer electronics spending. Yet the path between those two points has been turbulent, marked by a sharp pandemic era crash, a slow recovery, and a renewed growth phase driven by premium devices, 5G and the early adoption of artificial intelligence features. The smartphone is the largest slice of the broader hardware market analysed in our [total device spending worldwide forecast](#).

Behind the headline revenue figures lies a market that has matured dramatically. In the early 2010s, smartphone revenue grew explosively as the technology spread across the world, but by 2018 that growth had largely stalled as the major markets approached saturation. Revenue then fell sharply in 2020 as the pandemic disrupted supply chains and consumer spending, before recovering and settling into a phase of slow, steady growth. The market is now driven less by selling phones to new users and more by persuading existing owners to upgrade to more expensive devices. The fierce battle for those buyers is detailed in our [smartphone market share by vendor analysis](#).

A word on the figures is important. The revenue numbers here are Statista Market Insights estimates of worldwide consumer spending on smartphones, a modeled dataset rather than a tally of audited company

accounts. The most recent and forecast years are based on Statista's published estimates, and the series as a whole is a model of the market, so the figures are best read as a guide to the scale and direction of the market rather than precise totals. Even so, the overall story they tell, of a huge, maturing market returning to gradual growth, is clear and consistent with shipment data and company results. How this revenue compares with the technology giants overall is set out in our [big tech companies revenue comparison](#) analysis.

The smartphone journey from luxury novelty to global necessity is one of the great commercial stories of the century. In barely a decade it went from a product owned by a wealthy minority to one carried by the majority of humanity, reshaping industries from retail and banking to media and transport along the way. That explosive adoption phase is now largely complete in the developed world and well advanced in emerging markets, which is why revenue growth has cooled even as the device itself has become more central to daily life than ever. The market today is defined not by reaching new users but by deepening the relationship with the billions who already depend on their phones.

Smartphone industry revenue worldwide 2018 2030 barWorldwide Smartphone Revenue, 2018-2030 (\$B)Smartphone industry revenue worldwide 2018 2030 bar \$584B2030 record

Note: Statista Market Insights estimates; 2020 was the pandemic low, 2030 is a forecast. Full Data Table

Worldwide Smartphone Revenue by Year

Worldwide Smartphone Revenue, 2018-2030 (USD billion)Click any column to sort

YEAR	REVENUE	YOY GROWTH
2018	\$490 B	-
2019	\$471 B	-3.9%
2020	\$409 B	-13.2%
2021	\$448 B	+9.5%
2022	\$465 B	+3.8%
2023	\$458 B	-1.5%
2024	\$468 B	+2.2%
2025	\$485 B	+3.6%

2026	\$503 B	+3.7%
2027	\$522 B	+3.8%
2028	\$543 B	+4.0%
2029	\$563 B	+3.7%
2030*	\$584 B	+3.7%

The table sets out estimated worldwide smartphone revenue for every year from 2018 to 2030, alongside the annual rate of change. The early rows show the market drifting sideways and then dropping sharply in 2020, the pandemic year. The middle rows trace a hesitant recovery, with revenue not clearly surpassing its pre pandemic level until the middle of the decade. The later rows, shown as forecasts, describe a steadier climb to record territory by 2030. Sorting the growth column reveals the defining feature of this market: a dramatic double digit collapse in 2020 followed by years of low single digit growth, a profile typical of a large, mature consumer market that has moved past its explosive expansion phase.

COVID Crash & Recovery

The COVID Crash and the Slow Recovery

Expressed as annual growth rates, the smartphone market's pandemic shock stands out starkly. Revenue fell more than 13 percent in 2020 as lockdowns shuttered stores, disrupted manufacturing and made consumers cautious about big ticket purchases. That was the steepest single year decline in the market's modern history. The following year saw a strong rebound of nearly 10 percent as pent up demand was released and supply chains recovered, but the bounce was short lived. From 2022 onwards, growth has settled into a narrow band of low single digits, reflecting a market that is large, mature and growing only modestly as it relies on upgrades rather than first time buyers.

The pattern of growth rates reveals the fundamental challenge facing the smartphone industry. With the vast majority of the world's connected population already owning a smartphone, the market can no longer count on a steady stream of new users to drive revenue. Instead, growth now depends almost entirely on convincing existing owners to upgrade, ideally to pricier premium models. This is why average selling prices have become so important, and why manufacturers are racing to add compelling new features, from advanced cameras and foldable screens to artificial intelligence, that might justify a higher price and a faster upgrade cycle. The role of AI in reviving demand is examined in our [artificial intelligence worldwide statistics overview](#).

Smartphone revenue year over year growth rate percent bar Smartphone Revenue Growth Rate

(%) Smartphone revenue year over year growth rate percent bar -13.2% 2020 crash

Note: annual percentage change; red bars are years of decline. \$6 Trillion Market

More Than \$6 Trillion in Smartphone Sales

Adding up every year's revenue reveals the colossal scale of the smartphone economy. Across the thirteen years from 2018 to 2030, the world is estimated to spend more than \$6.4 trillion on smartphones, a sum that dwarfs the economies of most countries. The cumulative line climbs steadily even through the difficult years, because even in the depths of the 2020 downturn the world still spent more than \$400 billion on smartphones in a single year. This enormous and resilient spending base is why the smartphone market remains one of the most fiercely contested arenas in all of technology, with billions in revenue at stake for the handful of companies that dominate it.

The cumulative total also underscores how concentrated the rewards of this market have become. A small group of manufacturers, led by Apple and Samsung, capture a disproportionate share of the more than \$6 trillion spent over the period, particularly at the profitable premium end. Apple in particular has built an enormous business on a relatively small share of global smartphone units by focusing almost entirely on high priced devices, a strategy detailed in our [Apple total net sales](#) analysis. For the companies competing in this market, even a small shift in share or average price translates into billions of dollars, which is why the smartphone wars remain so intense even as overall growth has slowed.

Cumulative smartphone revenue 2018 2030 trillion line Cumulative Smartphone Revenue Since 2018

(\$B) Cumulative smartphone revenue 2018 2030 trillion line \$6.4T by 2030

Note: running total of annual revenue; 2030 projected. Revenue by Era

Smartphone Revenue by Era

Grouping the years into eras smooths out the volatility and shows the underlying shape of the market. In the 2018 to 2021 era, which includes the pandemic crash, revenue averaged around \$455 billion a year. The 2022 to 2026 era lifted the average modestly to roughly \$476 billion as the market recovered and stabilised. The forecast 2027 to 2030 era pushes the average up to about \$553 billion, reflecting the steady growth expected in the second half of the decade. Each era is larger than the last, but the gains are gradual rather than dramatic, underlining how the smartphone market has shifted from explosive growth to slow, incremental expansion driven by rising prices.



The era based view highlights an important truth about the modern smartphone market: it is enormous and still growing, but its growth is now measured rather than spectacular. The days of double digit annual expansion are gone, replaced by a grind of low single digit gains powered by premiumisation rather than rising unit volumes. For investors and manufacturers, this means the smartphone is no longer a growth story in the traditional sense but a mature, cash generating market where success depends on capturing share and margin rather than riding a rising tide. The broader economic forces shaping this consumer spending are explored in our [global economy overview](#).

Smartphone revenue average by era horizontal bar
Average Annual Revenue by Era (\$B)
Smartphone revenue average by era horizontal bar \$553B2027-30\$455B2018-21

Who Leads the Market

Who Leads the Smartphone Market

The smartphone market is dominated by a handful of global brands, and the competition at the top is relentless. In 2024, Apple led the market with about 18.7 percent of global shipments, narrowly ahead of Samsung at roughly 18 percent, with the two giants regularly swapping the top spot from quarter to quarter. China's Xiaomi held third place at around 14 percent, continuing its steady rise, followed by other Chinese brands and Transsion, which has built a strong position in emerging markets such as Africa. The remaining third of the market is split among numerous smaller players, a long tail of regional and budget brands fighting for the scraps left by the leaders.

Market share by units, however, tells only part of the story, because the brands differ enormously in the prices they command. Apple, despite holding a unit share similar to Samsung's, captures a far larger share of the industry's total revenue and the overwhelming majority of its profits, because it sells almost exclusively premium devices at high prices. Android vendors, by contrast, compete across a much wider range of price points, including huge volumes of low cost phones in emerging markets that generate little revenue per unit. This split between high volume, low margin Android brands and Apple's high margin premium model is the central dynamic of the smartphone business and shapes how the revenue pie is divided, a pattern visible across the wider sector in our [largest source of revenue of leading tech companies analysis](#).

The competitive landscape has also shifted geographically. Where the early smartphone market was dominated by American, Korean and Japanese brands, Chinese manufacturers now account for a large and growing share of global shipments, led by Xiaomi and supported by Oppo, Vivo and Transsion. These

brands have been particularly successful in price sensitive emerging markets across Asia, Africa and Latin America, where they offer capable devices at aggressive prices. This geographic rebalancing has intensified competition and put downward pressure on average prices in the value segment, even as the premium tier, dominated by Apple and Samsung, continues to command ever higher prices.

Smartphone vendor market share 2024 Apple Samsung Xiaomi donut
 Smartphone Market Share by Vendor, 2024
 Smartphone vendor market share 2024 Apple Samsung Xiaomi donut 18.7%Apple

Revenue Up, Shipments Flat

Revenue Up, Shipments Flat: The Premiumisation Story

One of the most revealing aspects of the modern smartphone market is the gap between revenue and unit shipments. While revenue has trended upward over the period, the number of phones shipped has actually been broadly flat or declining, peaking at over 1.4 billion units in 2018 before falling to around 1.2 billion in recent years. The market sold fewer phones in 2023 than in 2018, yet generated comparable or higher revenue. This divergence is the clearest possible evidence of premiumisation: consumers are buying fewer phones but spending more on each one, as average selling prices climb thanks to premium features and longer ownership cycles.

The flattening of unit shipments reflects the maturity of the smartphone market and the lengthening of replacement cycles. Where consumers once upgraded their phones every two years, many now hold onto them for three, four or even five years, as improvements between generations have become more incremental and devices have grown more durable and expensive. This is a double edged sword for manufacturers: it pressures unit sales but pushes them to extract more value from each sale through higher prices and add on services. The hope across the industry is that artificial intelligence features could shorten upgrade cycles again, sparking a new wave of unit growth to accompany the steady rise in revenue.

The shift toward longer ownership has profound implications for the industry business model. As hardware sales growth slows, manufacturers have increasingly turned to services, accessories and trade in programmes to extract additional revenue from each customer over the life of a device. Apple has been the clearest example, building a vast services business around its installed base of iPhones, but rivals are following suit. This evolution means that the headline revenue figures for hardware sales, large as they are, increasingly understate the total economic value the smartphone generates for the companies that make and sell them across the full lifetime of each device.

Smartphone shipments units by year 2018 2025 line Smartphone Shipments (Million Units) Smartphone shipments units by year 2018 2025 line 1.43B20181.24B2024

The Road to 2030

The Road to 2030

Looking ahead, Statista forecasts the smartphone market to grow steadily through the rest of the decade, rising from around \$468 billion in 2024 to roughly \$584 billion by 2030, an increase of nearly a quarter. The compound annual growth rate over this period is projected at a modest but positive figure of under 4 percent, reflecting the market's maturity. This forecast assumes that premiumisation continues, that 5G adoption keeps lifting average prices, and that artificial intelligence features help sustain demand. China remains the single largest national market, generating an estimated \$118 billion in 2026, underlining the importance of the Chinese consumer to the industry's fortunes, as explored in our [China economy](#) analysis.

The forecast growth, while modest, would still represent record breaking revenue for the smartphone industry, surpassing every previous peak. It rests on several assumptions that could yet be challenged, including stable global economic conditions, continued consumer appetite for premium devices, and the successful integration of new technologies that justify higher prices. Trade tensions, tariffs and economic uncertainty all pose risks to the outlook, as does the possibility that AI features fail to excite consumers enough to accelerate upgrades. Even so, the central expectation is for a large, resilient market to keep growing slowly, cementing the smartphone's status as the most valuable consumer electronics category in the world.

The forecast also depends heavily on the trajectory of the Chinese market, both as a place to sell phones and as the home of many of the leading manufacturers. China is simultaneously the largest national market and the base for several of the fastest growing brands, giving it outsized influence over global revenue. Any slowdown in Chinese consumer spending, or any escalation of trade tensions affecting Chinese manufacturers, would ripple through the entire industry. At the same time, India has emerged as a crucial growth market, with rising incomes and smartphone adoption offering one of the few remaining sources of significant new unit demand for the years ahead.

Smartphone revenue forecast 2024 2030 bar Forecast Smartphone Revenue, 2024-2030 (\$B) Smartphone revenue forecast 2024 2030 bar \$584B2030\$468B2024

Milestones

Smartphone Revenue Milestones

A few milestone years capture the smartphone market's modern journey. In 2018, revenue stood at around \$490 billion, near its pre pandemic peak, as the market matured. The pandemic then drove a crash to roughly \$409 billion in 2020, the low point of the period. Revenue clawed its way back, not clearly exceeding the 2018 level until the middle of the decade, and is forecast to reach a record of about \$584 billion by 2030. These milestones trace a market that suffered a severe shock, took years to recover, and is now pushing into record territory on the back of higher prices rather than higher volumes.

What is striking about these milestones is how long the recovery took. Unlike some markets that bounced back quickly from the pandemic, smartphone revenue needed several years to surpass its pre crisis level, held back by economic uncertainty, supply constraints and the fundamental maturity of the market. This slow recovery is a reminder that the smartphone is no longer a young, fast growing product but a established staple whose sales rise and fall with the broader economy and the pace of innovation. The market's resilience in eventually reaching new highs, however, speaks to the central and enduring role the smartphone plays in modern life.

Smartphone revenue milestone years 2018 2020 2030 horizontal bar
 Smartphone Revenue at Milestone Years (\$B) Smartphone revenue milestone years 2018 2020 2030 horizontal bar \$584B 2030

Note: selected years tracing the market's crash and recovery. Growth by Era

Average Growth Rate by Era

Averaging the annual growth rates within each era makes the market's changing pace explicit. The 2019 to 2021 period, dominated by the pandemic crash and rebound, averaged slightly negative growth overall. The 2022 to 2026 era settled into modest positive growth of around 2 percent a year as the market stabilised. The forecast 2027 to 2030 era is expected to accelerate slightly to nearly 4 percent annual growth, as premiumisation and new technologies gain traction. The overall trajectory is one of a market that has moved past its turbulent pandemic phase into a period of slow but steady and positive expansion.

This gentle acceleration in the forecast period reflects cautious optimism about the second half of the decade. After years of flat or falling unit sales and a painful pandemic shock, the industry is betting that a combination of artificial intelligence, foldable designs and continued premiumisation can reignite growth, even if only modestly. The smartphone market is unlikely ever to return to the explosive growth of its early years, but a steady climb of a few percent a year on a base of nearly \$500 billion still represents enormous and growing value. The relationship between this hardware revenue and the services built on top of it is

examined in our [internet companies revenue analysis](#).

Smartphone revenue average growth by era barAverage Annual Growth by Era (%)Smartphone revenue average growth by era bar +3.8%2027-30

Note: average of annual growth rates within each era. Share of Device Market

Smartphones in the Wider Device Market

Set against the wider device market, the smartphone's dominance becomes clear. Of the roughly \$856 billion the world is forecast to spend on all devices, including PCs, tablets, mobile phones and printers, in 2026, smartphones alone account for around \$500 billion, well over half the total. No other device category comes close. This makes the smartphone not just the most important consumer electronics product but the single largest driver of global device spending, the foundation on which the entire personal technology market rests. The full device spending picture, in which the smartphone dwarfs PCs, tablets and printers combined, shows just how dominant it has become, a dominance closely tied to the digital commerce tracked in our [retail e-commerce sales growth worldwide analysis](#).

The smartphone's outsized share of device spending also explains why its health matters so much to the broader technology economy. When smartphone revenue stumbles, as it did in 2020, the entire device market feels the impact, and the fortunes of chip makers, component suppliers and retailers swing with it. Conversely, the steady growth forecast for smartphones underpins much of the expected growth in overall device spending. As the gateway through which billions of people access the internet, apps and services, the smartphone sits at the centre of the digital economy, and its revenue trajectory is among the most closely watched indicators in all of technology. Note that this comparison draws on two different research sources and is therefore indicative rather than exact.

Smartphone share of total device spending 2026 donutSmartphones Share of Device Spending, 2026Smartphone share of total device spending 2026 donut 59%Smartphones\$856BAll devices

\$584B2030 RevenueRecord forecast. \$409B2020 LowPandemic crash. 18.7%Apple ShareMarket leader 2024. \$6.4TTTotal 2018-2030Cumulative.

Taken together, the figures describe a smartphone market that is vast, mature and slowly growing. From around \$490 billion in 2018, revenue crashed to \$409 billion in the pandemic year of 2020, recovered gradually, and is forecast to reach a record of roughly \$584 billion by 2030. The market now grows in low single digits, driven by premium pricing rather than rising unit sales, as a small group of brands led by



Apple and Samsung compete fiercely for share and margin. With more than \$6 trillion forecast to be spent over the period and the smartphone accounting for well over half of all device spending, this remains the most valuable consumer electronics market in the world.

For all the talk of saturation and slowing growth, the sheer scale of the market means that even modest percentage gains translate into tens of billions of dollars, and the smartphone shows no sign of surrendering its place at the heart of the global technology economy. Whatever the precise figures turn out to be, the direction is unmistakable: a maturing market, still expanding, still indispensable, and still the largest prize in consumer technology. For consumers, investors and the technology industry alike, the smartphone market will remain one of the most important arenas to watch in the years ahead, a barometer of innovation, affordability and the shifting balance of power between the handful of brands that compete to define it for years to come. The key questions ahead are whether artificial intelligence can reignite faster growth, how trade tensions and economic uncertainty affect demand, and whether any challenger can disrupt the dominance of the established leaders. The market value of those leaders is examined in our [biggest companies by market value overview](#).

FAQ

Frequently Asked Questions: Smartphone Industry Revenue

The worldwide smartphone market is estimated to generate around \$503 billion in revenue in 2026, according to Statista Market Insights, making it the largest single category of consumer electronics. Revenue is forecast to grow to roughly \$584 billion by 2030. These figures are modeled estimates of consumer spending on smartphones.

Global smartphone revenue fell to about \$409 billion in 2020, a decline of more than 13 percent from the previous year, as the COVID-19 pandemic disrupted manufacturing, closed stores and made consumers cautious about big purchases. It was the steepest annual drop in the market's modern history, followed by a rebound in 2021.

Yes, but slowly. After the pandemic crash and recovery, smartphone revenue has settled into low single digit annual growth, forecast at under 4 percent a year through 2030. Growth now comes from rising prices and premium devices rather than from selling more phones, since most of the world already owns a smartphone.

In 2024, Apple led the global smartphone market with about 18.7 percent of unit shipments, narrowly ahead of Samsung at around 18 percent. Xiaomi was third at roughly 14 percent. Apple and Samsung



regularly swap the top position, while Apple captures a far larger share of industry revenue and profit due to its premium pricing.

Smartphone revenue has risen even as unit shipments have flattened or declined because of premiumisation: consumers are buying fewer phones but spending more on each one. Average selling prices have climbed thanks to premium features, 5G and longer ownership cycles, so the market generates more money from fewer devices.

China is the largest single national smartphone market, generating an estimated \$118 billion in revenue in 2026, according to Statista. The United States is typically the second most valuable market. China's size makes it crucial to the industry, and shifts in Chinese demand can significantly affect global smartphone revenue.

Worldwide smartphone revenue is forecast to reach about \$584 billion by 2030, a record, up from roughly \$468 billion in 2024. This represents growth of nearly a quarter over the period, at a compound annual rate of under 4 percent, reflecting the market's maturity. The 2030 figure is a Statista forecast.

Smartphones account for well over half of all global device spending. Of the roughly \$856 billion forecast to be spent on all devices (PCs, tablets, mobile phones and printers) in 2026, smartphones alone make up around \$500 billion. This makes the smartphone the single largest category of device spending by a wide margin. Note that this draws on two different sources.

The industry hopes so. Manufacturers are adding artificial intelligence features to premium phones in an effort to persuade consumers to upgrade more often, which could shorten replacement cycles and lift both unit sales and revenue. Whether AI features prove compelling enough to accelerate growth meaningfully remains uncertain, but it is central to the industry's growth strategy.

The revenue figures are Statista Market Insights estimates of worldwide consumer spending on smartphones, a modeled dataset rather than audited accounts. Recent and forecast years use Statista's published estimates. Shipment and market share figures come from IDC and industry sources. All figures are estimates and forecasts and should be read as indicative of the market's scale and direction.

Sources

[Statista Market Insights - Smartphones Worldwide](#) - Primary source for the worldwide smartphone revenue estimates and forecast.

Statista Market Insights, Consumer Electronics (2018-2030) - Modeled estimates of worldwide smartphone market revenue and volume.



IDC and industry reports - Used for smartphone shipment figures and vendor market share.

Revenue figures are Statista Market Insights estimates of worldwide consumer spending on smartphones, a modeled dataset. Recent and forecast years use Statista's published estimates; 2030 is a forecast.

Shipment and vendor share data are from IDC and industry sources. The device market comparison uses Gartner and is indicative. Not investment advice.

STATISTICS REPORT

Smartphone Market Share by Vendor — Statistics & Facts (Q4 2009 to Q4 2026)

Updated May 30, 2026 · businessstats.com/smartphone-market-share-by-vendor

1.26B UNITS SHIPPED 2025	19.7% APPLE SHARE 2025	19.1% SAMSUNG SHARE 2025
\$579B MARKET VALUE 2026E	3rd CONSECUTIVE APPLE #1	-0.9% 2026 UNIT FORECAST

Executive Summary

Sixteen Years of Disruption — The Complete Story of Smartphone Market Share by Vendor

No industry in modern history has experienced more dramatic and sustained disruption to competitive market share than smartphones. In Q4 2009, Nokia commanded nearly **40% of the global smartphone market**, with Research In Motion (BlackBerry) holding a further 20%, and Apple's iPhone — just two years old — occupying a distant but fast-growing third place. By Q4 2025, those two early giants had been entirely erased from the competitive landscape, replaced by a new global oligopoly dominated by Apple, Samsung, and a constellation of powerful Chinese manufacturers that together account for the vast majority of the 1.26 billion smartphones shipped in 2025.

The story of smartphone vendor market share from 2009 to 2026 is fundamentally a story of platform disruption, ecosystem lock-in, manufacturing scale, and the relentless democratisation of mobile computing. According to IDC's Worldwide Quarterly Mobile Phone Tracker, the global smartphone market shipped **1.26 billion units in full-year 2025** — representing 1.9% growth over 2024 and more than seven times the 175 million units shipped in 2009. Apple finished 2025 as the world's largest smartphone vendor for the third consecutive year, shipping a record **247.8 million units** — meaning roughly one in every five smartphones shipped globally was an iPhone. Samsung, with 241.2 million units, finished marginally behind — a contest so close that the entire industry year hinged on the success of Apple's iPhone 17 super-cycle.

Looking ahead, IDC projects a modest 0.9% decline in smartphone unit shipments for 2026, driven primarily by global memory component shortages that will squeeze margins at the entry-level and force average selling prices to a record high of \$465 — pushing total market value to an unprecedented \$578.9 billion. This report documents the complete vendor market share data across all key eras, from the Symbian age through the Android revolution, the Chinese vendor surge, and the present-day duopoly era.

Key Statistics at a Glance — Global Smartphone Market Share 2009–2026

METRIC	VALUE / FIGURE
Global Smartphone Shipments 2009	~175 Million Units
Nokia Market Share Q4 2009	~40% (Symbian Era Peak)
BlackBerry / RIM Market Share Q4 2009	~20%
Apple iPhone Market Share Q4 2009	~16%
Android Market Share Q4 2010	Surpassed Symbian for first time
Samsung — Year #1 as Global Leader	2012 (Overtook Nokia)
Huawei Peak Market Share	~16% (2019–2020)
Global Smartphone Shipments 2024	1.24 Billion Units (+6.4% YoY)
Global Smartphone Shipments 2025	1.26 Billion Units (+1.9% YoY)
Apple Full-Year Shipments 2025	247.8 Million Units (Record)
Apple 2025 Annual Market Share	19.7% — #1 for 3rd Year Running
Samsung Full-Year Shipments 2025	241.2 Million Units
Samsung 2025 Annual Market Share	19.1% (+7.9% YoY)
Xiaomi 2025 Annual Market Share	~13% (165.3M units)
Vivo & OPPO 2025 Annual Market Share	~8% each
Apple Q4 2025 Market Share	24.2% (Record Holiday Quarter)
Apple + Samsung Combined 2025 Share	~39% — Majority of Industry Profits
Global Market Value 2025	~\$537.6 Billion
Projected Market Value 2026	\$578.9 Billion (Record, Despite Unit Decline)

Projected Average Selling Price 2026

\$465 — All-Time Record

Era I — 2009 to 2011

The Symbian Age: Nokia's Collapsing Empire and the Android Uprising

When Statista and Gartner first began comprehensive tracking of smartphone vendor market share in Q4 2009, the competitive landscape looked almost unrecognisable compared to today. Symbian OS, Nokia's proprietary platform, accounted for nearly half of the global smartphone operating systems market in 2009, while Research In Motion — the maker of BlackBerry — held approximately 20%. Apple's iOS sat in third place with roughly 16% share, and Android — launched commercially in 2007 — was a fledgling platform accounting for just 2–3% of the market at the start of 2009. The global market in that year was modest by today's standards: approximately 175 million smartphones shipped worldwide, in an era when the device category was still far from mass-market.

The transformation that followed was breathtaking in its speed. According to combined Gartner/IDC/Canalys/Strategy Analytics data compiled for 2010, global smartphone sales jumped 70% from 175 million in 2009 to 298 million units in 2010 — a single-year leap that dwarfed any previous technology adoption curve. The beneficiaries of this explosion were the Android hardware vendors: Samsung, HTC, Motorola, and LG all grew aggressively on the back of Google's open-source platform. Nokia's Symbian, by contrast, was already showing structural weakness. Gartner noted that RIM's market share declined from 19.5% in Q4 2009 to 13.7% by Q4 2010, while Nokia was propping up its market position through aggressively priced low-end Symbian devices — a strategy that proved unsustainable. Symbian effectively vacated the market by 2014 following Nokia's partnership with Microsoft in 2011, ceding its position in one of the fastest platform transitions in technology history.

175MUnits Shipped 2009 ~40%Nokia Share Q4 2009 ~20%BlackBerry Q4 2009 298MUnits Shipped 2010 +70%YoY Growth 2010 2011Android Becomes #1 OS The smartphone industry has grown from 175 million units in 2009 to 1.26 billion in 2025. In 16 years, the market transitioned from Nokia/Symbian dominance to an Apple-Samsung duopoly, with Chinese vendors claiming an ever-larger share of global shipments. The Platform Tipping Point — Q4 2010

Android Overtakes Symbian — The Moment Everything Changed

In Q4 2010, Android OS unit sales surpassed Symbian for the first time on a quarterly basis — a milestone that, in retrospect, marked the definitive end of the pre-smartphone era. Google's strategy of partnering

with multiple hardware manufacturers simultaneously — Samsung, HTC, Sony Ericsson, LG, Motorola — gave Android an insurmountable distribution advantage that no single-vendor OS could replicate. By 2011, Android had become the global number-one smartphone platform, a position it has never relinquished. The combined market share of Android and iOS has stood at 99.9% or above every year since 2014, with all other platforms reduced to statistical irrelevance.

Era II — 2012 to 2016

Samsung's Decade: Galaxy Dominance, Apple's Premium Moat, and the Chinese Emergence

The period from 2012 to 2016 was defined by Samsung's extraordinary ascent to global market leadership and its bruising rivalry with Apple over the premium segment. Samsung overtook Nokia as the global mobile phone market leader in 2012, cementing a position it would hold for over a decade. The Korean giant's Galaxy S and Note series established Android's viability in the premium tier, while the Galaxy A and J series captured extraordinary volumes across emerging markets in Asia, Africa, and Latin America. At its peak in 2013–2014, Samsung commanded approximately 30–32% of global smartphone shipments — a market share figure that dwarfed every competitor and has never been surpassed by any single vendor since.

Apple's response was strategic rather than volumetric. While Samsung competed on breadth, Apple doubled down on premium positioning, pricing power, and ecosystem lock-in. The iPhone 6 and iPhone 6 Plus, launched in September 2014, generated the most successful iPhone cycle in Apple's history at that time — finally giving Apple large-screen devices to compete with Samsung's Galaxy phablets. Apple's share of global smartphone revenue was consistently above 90% of industry profits even while its unit share hovered between 14–17%, demonstrating that market share in units and market share in value are radically different metrics in the smartphone industry. This era also marked the beginning of the Chinese vendor surge: Huawei's global market share grew from approximately 3% in 2011 to 10% by 2016, while Xiaomi — founded in 2010 — rocketed from nowhere to become the world's fifth-largest smartphone vendor by 2014, pioneering the flash-sale, hypervalue model that would define Chinese smartphone commerce.

Quarterly Market Share — Key Historical Milestones by Vendor

Smartphone Market Share by Vendor — Historical Milestones Q4 2009 to Q4 2024

PERIOD	VENDOR / EVENT	MARKET SHARE / MILESTONE
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Q4 2009	Nokia (Symbian)	~40% — Last dominant quarter
Q4 2009	RIM / BlackBerry	~20% — Peak enterprise dominance
Q4 2009	Apple (iOS)	~16% — Fast-growing third place
Q4 2010	Android vendors (Samsung/HTC)	Android overtakes Symbian Q4 quarterly
2011	Google Android	Becomes #1 global smartphone OS — a position held to this day
2012	Samsung	Overtakes Nokia as global #1 vendor — Samsung era begins
2013–2014	Samsung	~30–32% global share — all-time peak for any single vendor post-2009
Q4 2014	Apple (iPhone 6/6 Plus)	Biggest iPhone launch in history at the time; Apple captures #1 spot Q4
2016	Samsung Galaxy Note 7	Battery crisis causes global recall — first major market share disruption from product failure
2016–2018	Huawei	Grows from 10% to ~15% — becomes credible global #3
2018–2019	Huawei	Overtakes Apple in unit shipments in 2019 for first time; reaches 16% share
2020	Huawei	US trade ban — Huawei loses Google Play access; rapid decline begins
Q4 2020	Apple (iPhone 12 5G)	First 5G iPhone drives Apple to #1 globally for single quarter with ~23% share
2021	Xiaomi	Briefly overtakes Apple to become #2 globally in Q2 2021
2022–2023	Samsung	Holds #1 for full year with ~20–22% share; Apple closes gap steadily
Full Year 2023	Apple	First time Apple tops full-year global shipments — overtakes Samsung
Full Year 2024	Apple	Second consecutive year as #1; global market grows 6.4% to 1.24 billion units
Full Year 2025	Apple	Third year as #1 with record 247.8M shipments and 19.7% market share

Era III — 2017 to 2022

The Chinese Surge, Huawei's Rise and Fall, and the 5G Transition

The period from 2017 to 2022 brought three seismic forces to the smartphone vendor landscape: the extraordinary rise of Chinese manufacturers beyond Samsung and Huawei, the weaponisation of trade policy as a market share instrument, and the 5G transition that created the most powerful smartphone upgrade supercycle of the modern era. By 2019, Huawei had grown its global market share to approximately 16% — temporarily overtaking Apple in unit shipments — driven by a powerful combination of competitive hardware, aggressive pricing, a strong domestic China base, and expanding presence across Europe, the Middle East, and Africa. Huawei's Kirin processor ambitions and HarmonyOS development signalled a vendor intent on platform-level independence from both Android and iOS — a development that alarmed both Google and the US government.

The US Entity List designation in May 2019 — which restricted American companies from supplying technology to Huawei — effectively dismantled Huawei's international smartphone business within 18 months. Loss of Google Mobile Services access made Huawei devices commercially unviable in Europe and most emerging markets. Huawei's global smartphone market share collapsed from approximately 16% in 2020 to below 4% in international markets by 2022, representing one of the most rapid competitive collapses in consumer electronics history. The primary beneficiaries of Huawei's share loss were Xiaomi — which briefly overtook Apple to become the world's second-largest smartphone vendor in Q2 2021 — along with OPPO, vivo, and Realme, all of which expanded aggressively across Southeast Asia, India, the Middle East, and Europe.

The iPhone 12's launch in Q4 2020 — Apple's first 5G device family — triggered the most powerful Apple upgrade cycle since the iPhone 6, driving Apple to its first-ever quarterly #1 global position with approximately 23% market share in Q4 2020. The 5G transition proved to be a disproportionate Apple tailwind because the iPhone's premium pricing positioned it in the segment where early 5G adoption was concentrated, while Android vendors competed fiercely — and largely unprofitably — to deliver 5G to mid-range and budget price tiers.

Apple 14–17% share 2015–2022 → #1 in 2023 Maintained premium pricing discipline throughout. iPhone 12 5G cycle (Q4 2020) delivered first-ever quarterly global #1. Ecosystem lock-in through iCloud, App Store, AirPods, and Apple Watch created the highest customer retention rate in the industry — consistently above 90%. Samsung ~20–32% share 2012–2022 Longest reign as global #1 vendor, from 2012 to 2022. Galaxy S and Note flagships established Android premium credibility. Galaxy A series delivered extraordinary mid-market volumes. Foldable Galaxy Z series commands 64% of the global foldable market as of Q3 2025.

Huawei 3% (2011) → 16% (2019) → <4% (2022) The most dramatic rise-and-fall in smartphone history. US Entity List designation in 2019 destroyed international Google Mobile Services access. Now dominant only in domestic China — reclaimed #1 in China in 2025 with 16.4% domestic share ahead of Apple's 16.2%.

Xiaomi ~13% share 2025 (#3 globally) Founded 2010, reached global #5 by 2014. Primary beneficiary of Huawei's collapse. Briefly global #2 in Q2 2021. Strong in India (consistent #2 or #3), Europe, and Latin America. Redmi Note and POCO sub-brands drive volume while Xiaomi 14/15 Ultra targets premium. OPPO / OnePlus ~8% share 2025 (#5 globally) Dominant in China, Southeast Asia, and India. OnePlus brand targets premium users globally. Find X series competes directly with Samsung Galaxy S at ultra-premium price points. Aggressive AI camera features differentiate the brand in a crowded mid-range market.

Transsion ~9% global share Q3 2025 — fastest growing Unknown to most Western consumers but the dominant force in sub-Saharan Africa. Brands include Tecno, Infinix, and itel. Africa shipments surged 25% YoY in Q3 2025. Now consistently #4 globally on quarterly basis, having displaced vivo and OPPO in the overall volume rankings.

Current Era — 2024 & 2025

Apple's Three-Year Reign: Record Shipments, iPhone 17 Super-Cycle, and the AI Smartphone Revolution

The 2024–2025 period cemented a new competitive equilibrium in the global smartphone industry. Apple became the clear winner of the full-year 2025 rankings with record shipments of 247.8 million units and a 19.7% global market share — marking the third consecutive year that Apple topped the annual global vendor rankings for the first time since the company began competing in the smartphone market in 2007. This achievement is particularly remarkable given that Apple competes exclusively in the premium and ultra-premium price tiers, while its three-year dominance was achieved against vendors — primarily Samsung — that compete across every price segment from sub-\$100 to over \$1,500.

The iPhone 17 series, launched in September 2025, proved to be Apple's most commercially successful product cycle since the iPhone 6. According to Omdia's January 2026 research, the global smartphone market grew 4% in Q4 2025, with Apple leading at 25% market share for that quarter. Crucially, Apple's iPhone 17 success was genuinely global — not just dependent on traditional Western markets. In China — historically a challenging market for Apple — iPhone 17 demand was so strong that Apple ranked first in China in both October and November 2025 with over 20% domestic share, driving IDC to revise Apple's China forecast from a projected 1% decline to a positive 3% growth — a phenomenal turnaround in what is the world's most competitive smartphone market.

247.8M Apple 2025 Units 241.2M Samsung 2025 Units 165.3M Xiaomi 2025 Units 24.2% Apple Q4 2025 Share +7.9% Samsung YoY 2025 1.26B Total Units 2025

Apple is set to have a record year in 2025 with shipments forecast to cross 247 million units, thanks to the phenomenal success of its latest iPhone 17 series. In China, massive demand has significantly accelerated Apple's performance — turning a previously projected 1% decline into positive growth. This calendar year will not only be a record period for Apple in terms of shipments but also in value, with revenue forecast to exceed \$261 billion.

— Nabila Popal, Senior Research Director, IDC Worldwide Quarterly Mobile Phone Tracker, December 2025

Q4 2025 Market Share — Latest Available Quarterly Data

Global Smartphone Vendor Market Share — Q4 2025 & Full Year 2025 (IDC / Omdia Data)

RANK	VENDOR	Q4 2025 SHIPMENTS	Q4 2025 SHARE	FULL YEAR 2025 UNITS	FULL YEAR SHARE
1	Apple	81.3M	24.2%	247.8M	19.7%
2	Samsung	~79M	~23.5%	241.2M	19.1%
3	Xiaomi	37.8M	11.2%	165.3M	~13.1%
4	vivo	27.0M	~8.0%	~100M+	~8%
5	OPPO	26.9M	~8.0%	~100M+	~8%
6	Transsion	~22M	~6.5%	~115M+	~9%
—	Others	~60M	~18%	~390M	~31%

The 2025 global smartphone market was defined by Apple's record iPhone 17 super-cycle, Samsung's strong Galaxy A series recovery, and the ongoing battle among Chinese vendors for the remaining 60% of global shipments. AI-powered features became the primary upgrade driver across all price tiers.

Quarterly Deep Dive

Q3 2025 in Detail — Samsung Leads Volume, Apple Leads Value, Transsion Surges in Africa

The third quarter of 2025 provided a revealing snapshot of the structural dynamics reshaping the global smartphone vendor landscape. IDC's Q3 2025 data showed global shipments of 325.7 million units — up

3.5% year-on-year, with Samsung retaining the volume leadership position it holds in non-holiday quarters, shipping 61.4 million units for an 18.8% share. Apple followed with 59.4 million units (18.2%), ahead of the iPhone 17 launch. Xiaomi held third place with 43.4 million units and 13.3% share, while Transsion posted the strongest growth of any top-five vendor, shipping 29.2 million units for a 9.0% share — reflecting a 13.4% year-on-year increase driven by its extraordinary expansion across sub-Saharan Africa, where shipments surged 25% year-on-year in the quarter.

Regional dynamics in Q3 2025 were sharply divergent. Asia-Pacific recorded a 5% year-on-year increase — its highest quarterly volume since Q4 2021 — while Africa surged 25% year-on-year. North America and Greater China were the notable weak spots: North American shipments contracted after early demand pull-ins related to tariff concerns concluded, while China saw its second consecutive quarterly decline as government consumer subsidy effects expired. This divergence underscores an important structural reality: the near-term growth of the global smartphone market is now substantially dependent on first-time buyer conversion in emerging markets rather than replacement cycles in saturated developed economies.

Global Smartphone Market Share — Q3 2025 (IDC Preliminary Data)

RANK	VENDOR	Q3 2025 SHIPMENTS (M)	Q3 2025 MARKET SHARE	Q3 2024 SHARE	YOY CHANGE
1	Samsung	61.4M	18.8%	18.3%	+6.3%
2	Apple	59.4M	18.2%	18.1%	+4.1%
3	Xiaomi	43.4M	13.3%	13.6%	+1.4%
4	Transsion	29.2M	9.0%	8.2%	+13.4%
5	vivo	28.8M	8.9%	8.9%	+3.5%

Market Trends 2025–2026

Six Forces Reshaping the Global Smartphone Vendor Landscape

AI Features as the Primary Upgrade Driver

On-device AI capabilities — from Apple Intelligence to Google's Gemini integration and Samsung's Galaxy AI — have become the dominant marketing proposition driving smartphone upgrades in 2025–2026.

Vendors across every price tier are racing to deliver AI camera enhancements, real-time translation, and productivity assistants. The democratisation of AI features from flagship to mid-range has accelerated the upgrade cycle, particularly in markets where 3–4 year old devices feel increasingly inadequate.

Foldables — Premium Niche with Real Growth

Samsung's Galaxy Z Fold 7 sold 50% more units than the Z Fold 6 in the US in the same post-launch window, and more than double the Z Fold 6 units in its first four weeks in Western Europe — giving Samsung a 64% share of the global foldable market. Apple is expected to enter the foldable segment by 2026–2027, which would significantly expand the total addressable market for this premium category.

Emerging Markets — The Next Billion

Africa, South Asia, and Southeast Asia are the primary growth frontiers. Transsion's 13.4% Q3 2025 volume growth in Africa demonstrates the enormous untapped demand remaining in markets where smartphone penetration is still well below 60%. Indian shipments continue to grow at mid-single-digit rates, with Xiaomi, vivo, and Samsung competing intensely alongside Reliance Jio's domestic device initiative.

DRAM Shortage — The 2026 Supply Constraint

A tightening of DRAM and NAND supply — driven by prioritisation of AI data centre memory demand over consumer device allocations — will be the defining challenge for smartphone vendors in 2026. Entry-level Android vendors face the sharpest impact given memory costs represent a higher share of their bill-of-materials. Higher ASPs are inevitable across the board, which will constrain volume but expand revenue at the market level.

Premiumisation Across All Tiers

The consistent shift toward higher-priced devices noted by Counterpoint Research in 2025 — driven by trade-in programmes, carrier financing, and AI feature demand — is expanding average selling prices even before the memory shortage takes effect. The mid-range tier (\$300–\$600) is growing faster than both entry-level and ultra-premium segments as consumers in developing markets make their first smartphone upgrade to a quality device.

China — Huawei's Domestic Comeback

While Huawei remains effectively excluded from international markets, its domestic China performance has been extraordinary. Huawei reclaimed the #1 position in China in 2025 with 46.7 million units and 16.4% domestic share — narrowly ahead of Apple's 46.2 million units (16.2%). HarmonyOS's maturing app ecosystem and Kirin chip recovery have positioned Huawei as the premium alternative to iPhone in China's increasingly nationalistic consumer market.

2026 Forecast & Outlook



2026 Projections — Unit Decline, Record ASPs, and \$579 Billion Market Value

IDC has revised its 2026 global smartphone forecast to a 0.9% unit shipment decline — a significant downward revision from an earlier projection of 1.2% growth — reflecting the combined impact of global memory component shortages and Apple's strategic decision to shift the base iPhone model launch from fall 2026 to early 2027. Despite the volume softness, average selling prices are projected to reach a record high of \$465, driven by memory-related cost increases cascading through the bill-of-materials at every price tier. The net effect is a record total market value of \$578.9 billion — demonstrating that premium pricing power more than compensates for modest volume declines in the smartphone industry's maturing phase.

Counterpoint Research director Tarun Pathak projects a general market contraction of approximately 3% in 2026, more bearish than IDC's estimate, citing the combination of DRAM/NAND shortages, Apple's product cycle shift, and post-stimulus demand normalisation in China. For market share dynamics, Apple's base iPhone delay is the single most consequential variable: it reduces Apple's volume in 2026 while creating substantial pent-up demand for a large-scale 2027 launch. Samsung is positioned to benefit from Apple's temporary volume gap in Q3 and Q4 2026, potentially reclaiming the full-year #1 position. Chinese vendors — particularly Xiaomi, vivo, and OPPO — will need to navigate the memory cost squeeze carefully to avoid losing ground to Transsion in the lower price tiers where the squeeze is most severe.

2026 Forecast Global Smartphone Market — Key 2026 Projections \$578.9BMarket Value 2026 (Record) - 0.9%Unit Shipment Change (IDC) \$465Record Average Selling Price -4.2%Apple iOS Shipment Forecast ~1.24BProjected Units 2026 3.9%Market CAGR to 2030

Key 2026 Growth Drivers and Headwinds

Memory Component Shortage — Entry-Level Squeeze DRAM and NAND supply tightness, driven by AI data centre prioritisation, will raise component costs at all smartphone price points. Entry-level Android devices — where memory costs represent the highest share of the bill-of-materials — face the sharpest margin pressure, potentially shrinking the sub-\$150 smartphone segment and forcing first-time buyers in emerging markets to delay upgrades or reduce storage specs. **Apple's Base iPhone Cycle Delay to Early 2027** Apple's strategic shift of its next base iPhone model launch from fall 2026 to early 2027 removes a historically significant volume event from the Q4 2026 calendar. IDC projects this decision alone accounts for a 4.2% decline in iOS shipments in 2026. However, the delay is expected to create extraordinary pent-up demand



that will make 2027 a super-cycle year for Apple — a pattern consistent with previous iPhone launch cycle extensions. Samsung is well-positioned to benefit from Apple's volume gap in 2026 given its Galaxy A series strength across every global price tier and the Galaxy Z Fold 7's strong early sales momentum. A potential return to the full-year #1 position in 2026 is within reach for Samsung if Apple's holiday quarter is significantly impacted by the base model delay. Samsung's Opportunity to Reclaim #1 AI Smartphone Demand — Upgrade Catalyst Remains Strong On-device AI features continue to represent a compelling upgrade proposition for consumers on 3–4 year old devices globally. The acceleration of AI capabilities — from real-time language translation to on-device image generation — maintains consumer appetite for new device categories even in a year of unit volume softness. AI will increasingly become the primary battleground between Apple Intelligence, Google Gemini, Samsung Galaxy AI, and Xiaomi's HyperMind. Emerging Market Resilience — Africa and South Asia Sub-Saharan Africa, South Asia, and parts of Southeast Asia remain the most structurally attractive growth segments for smartphone vendors in 2026. Transsion, Xiaomi, and Samsung all have strong regional distribution that should maintain volume growth in these markets even as mature economies stagnate. Africa's smartphone penetration remains well below 60% in most markets, representing a multiyear structural demand driver independent of memory pricing dynamics.

Historical Timeline

The Complete Story — Smartphone Market Share Era by Era

Q4 2009 — Q4 2010 The Symbian Endgame: Nokia Dominant, Android Rising Nokia holds ~40% share with Symbian OS. BlackBerry commands ~20%. Apple's iOS at ~16%. Global shipments: 175M (2009) → 298M (2010). Android grows from 2% to overtake Symbian on a quarterly basis in Q4 2010, led by Samsung and HTC. Gartner records 72% smartphone market growth in 2010.

2011 — 2013 Android Consolidates. Samsung Becomes Global #1. Android becomes the world's leading smartphone OS in early 2011 and never looks back. Samsung overtakes Nokia as the leading smartphone vendor in 2012, reaching 30%+ share by 2013. Nokia-Microsoft partnership fails to reverse Symbian's decline. BlackBerry begins terminal market share erosion from 20% to below 2%. Apple maintains 14–16% share with commanding premium positioning.

2014 — 2016 iPhone 6 Super-Cycle. Chinese Vendors Enter the Stage. iPhone 6/6 Plus launch in 2014 makes Apple competitive in large-screen segment — Apple briefly becomes #1 in Q4 2014. Samsung Galaxy Note 7 battery crisis (2016) triggers global recall and first major market share disruption from product failure. Xiaomi explodes to global #5 by 2014. Huawei reaches 10% share. Oppo and vivo become dominant in China. Global annual shipments cross 1.4 billion for first time.

2017 — 2019 The



Huawei Moment. Chinese Vendors Surge to 56% Combined Share. Huawei grows to 16% global share by 2019, briefly overtaking Apple in unit shipments. Combined Chinese vendor quarterly share hits 56% of global shipments in Q4 2024 — a historic milestone. Xiaomi expands to India and Europe. Samsung fights to maintain leadership. Apple's iPhone X (2017) at \$999 establishes ultra-premium tier as a permanent market segment. 2020 — 2022 US Trade War Destroys Huawei Internationally. 5G Drives Apple Super-Cycle. US Entity List designation in May 2019 takes full effect in 2020 — Huawei loses Google Play, collapsing from 16% to <4% internationally. iPhone 12 5G (Q4 2020) drives Apple to first-ever quarterly #1 with ~23% share. Xiaomi briefly overtakes Apple in Q2 2021. Samsung Galaxy Z Fold and Flip launch the foldable era. Global market disrupted by COVID demand volatility and supply chain constraints. 2023 — 2025 Apple's Three-Year Reign. Record Shipments. iPhone 17 Super-Cycle. Apple becomes the world's #1 smartphone vendor for the first time on a full-year basis in 2023 — and repeats the achievement in 2024 and 2025. iPhone 17 series drives a record 247.8M units in 2025, with Apple at 19.7% global share. Samsung holds second with 241.2M units and 19.1% share. Xiaomi remains a stable #3. Transsion emerges as the fastest-growing top-5 vendor globally. Total market reaches 1.26B units in 2025. 2026 Outlook Memory Shortage Squeeze, ASP Record, Samsung Potential Comeback Year Global smartphone units projected to decline ~0.9–3% due to DRAM/NAND shortages raising costs across the board. Apple base iPhone delay to 2027 reduces iOS shipments by ~4.2%. Average selling price hits a record \$465. Total market value reaches unprecedented \$578.9 billion. Samsung positioned to potentially reclaim full-year #1. AI capabilities remain primary upgrade driver. Africa and South Asia continue as volume growth anchors.

FAQ

Frequently Asked Questions

In Q4 2009, **Nokia** held approximately **40% of the global smartphone market** through its Symbian OS platform. Research In Motion (BlackBerry) held second place with approximately 20% share, while Apple's iOS occupied third place with around 16%. Android was still a nascent platform accounting for 2–3% of the market. Nokia's dominance was already beginning to fracture, however, as Android-powered Samsung and HTC devices were growing at rates Nokia could not match with the aging Symbian platform.

Apple is the world's largest smartphone vendor in 2025 for the **third consecutive year**, shipping a record **247.8 million iPhones** with a 19.7% global market share — meaning roughly 1 in every 5 smartphones shipped in 2025 was an iPhone. Samsung finished a close second with 241.2 million units and 19.1% share, posting 7.9% year-on-year growth. The two vendors together account for approximately 39% of global smartphone shipments and the vast majority of industry profits.

Apple achieved a **24.2% global market share in Q4 2025**, shipping over 81.3 million units — its strongest holiday quarter performance on record. This was driven by strong demand for the iPhone 17 series across all major regions, including a remarkable turnaround in China where Apple ranked first in both October and November 2025 with over 20% domestic market share. The Q4 performance was confirmed by both IDC (2.3% market growth) and Omdia (4% market growth in Q4 2025).

Nokia's smartphone market share collapsed from approximately 40% in Q4 2009 to statistical irrelevance by 2014. The root cause was Nokia's failure to respond to the touchscreen smartphone revolution — its Symbian OS was fundamentally ill-suited to the app-centric, touchscreen paradigm established by iOS and adopted by Android. Nokia's partnership with Microsoft in 2011 — which involved abandoning Symbian in favour of Windows Phone — came too late and with insufficient ecosystem support to reverse the decline. Microsoft acquired Nokia's handset division for \$7.2 billion in 2014, wrote down nearly the entire investment within a year, and exited the consumer smartphone business entirely by 2016.

IDC forecasts a **0.9% decline in global smartphone unit shipments in 2026**, with total units falling to approximately 1.24 billion. The decline is driven by DRAM and NAND memory component shortages that will raise component costs and average selling prices to a record \$465. Despite the volume softness, the total market value is projected to reach a record **\$578.9 billion**. Apple's decision to delay its base iPhone model to early 2027 is expected to reduce iOS shipments by approximately 4.2% in 2026, potentially allowing Samsung to reclaim the full-year #1 position.

Transsion — the Chinese company behind the Tecno, Infinix, and itel brands — has been the fastest-growing top-5 smartphone vendor globally in recent quarters. In Q3 2025, Transsion posted 13.4% year-on-year shipment growth, the highest rate of any top-5 vendor, driven by its dominant position in sub-Saharan Africa where shipments surged 25% year-on-year. Transsion's strategy of tailoring hardware (cameras, battery size, dual-SIM) to the specific needs of African consumers, combined with competitive pricing below \$200, has made it the de-facto market leader across much of the continent.

Huawei's global smartphone trajectory represents the most dramatic rise-and-fall in the industry's history. Growing from approximately 3% share in 2011 to **16% in 2019** — briefly overtaking Apple in unit shipments — Huawei appeared poised to challenge Samsung for global leadership. The US Entity List designation in May 2019 restricted American technology suppliers and, crucially, removed Huawei's access to Google Mobile Services (including the Google Play Store). This made Huawei devices commercially unviable outside China, and its international market share collapsed from 16% to below 4% by 2022. Domestically, however, Huawei has staged a remarkable recovery — reclaiming the #1 position in China in 2025 with



16.4% domestic market share ahead of Apple.

Data Sources & References

Primary: [IDC Worldwide Quarterly Mobile Phone Tracker — Q3 2025 & Full Year 2025 Data](#)

Historical OS Data: [Statista / Gartner — Global Smartphone Vendor Market Share Since 2009](#)

Additional: Counterpoint Research · Omdia Q4 2025 · GSMArena IDC Summary · TechInsights · Canalys
Smartphone Market Pulse · Gartner Historical Mobile Device Data

Smartphones Market Share Apple Samsung Xiaomi 2009–2026 IDC Industry Report Android iOS Q4 2025
2026 Forecast

STATISTICS REPORT

Smartphone unit shipments of Apple worldwide quarterly 2010-2026

Updated Jun 17, 2026 · businessstats.com/global-apple-iphone-sales-since-3rd-quarter-2007

247M 2025 RECORD	#1 GLOBAL VENDOR	~3B CUMULATIVE
~74M AVG HOLIDAY Q	236M 2021 RECORD	~19% GLOBAL SHARE

Overview

Apple shipments of smartphones worldwide from 1st quarter 2010 to 1st quarter 2026

Apple does not sell the most smartphones in the world by unit count, but it sells the most valuable ones, and in recent years it has quietly become the single largest smartphone vendor on the planet. In 2025 Apple shipped a record of roughly 247 million iPhones, more than in any year before, and ended a fourteen-year reign by Samsung at the top of the annual rankings. This report tracks Apple iPhone shipments, quarter by quarter, from 2010 to 2026, charting the rise of the device that defined the modern smartphone era and still leads it today. The volume story and the value story have, in recent years, finally converged in Apple favour. The company now leads on units and on profit at the same time, a rare double. Sustaining both at once is the clearest sign of the iPhone enduring strength. That convergence of volume and value defines Apple position today.

The numbers tell a story of explosive early growth, a long plateau, and a late surge back to record highs. From under 50 million units in 2010, iPhone shipments climbed past 230 million by the middle of the decade, then settled into a mature rhythm before reaching new peaks in the 2020s. The shipment trend pairs naturally with the money it generates, explored in our [iPhone 16 adoption by model](#) analysis, where rising prices have lifted revenue even as unit volumes flattened.

Apple iPhone Shipments, Quarterly 2010-2026 (Million Units) Apple iPhone unit shipments by calendar quarter, in millions.

Data:

Apple iPhone unit shipments, compiled by BusinessStats.

Note:

Figures for 2010 to 2018 are Apple reported iPhone unit sales; from late 2018 onward they are IDC and third-party shipment estimates, as Apple stopped disclosing unit volumes. In millions of units. Switch views with the toolbar.

One important detail shapes the data. Apple reported exact iPhone unit sales every quarter until late 2018, after which it stopped disclosing volumes and shifted investor attention to revenue. From that point onward, the figures here come from IDC and other industry trackers, which estimate shipments using supply-chain and channel data. The two sources align closely, but the later years are estimates rather than figures Apple itself confirms, a shift that says much about how Apple wants its business to be judged. Investors are now asked to watch dollars, not devices, a telling change in emphasis. The shift also conveniently masked the year-to-year swings in unit demand.

The quarterly view also reveals the iPhone pronounced seasonality. New models launch in September, so the fourth calendar quarter, covering October to December, is by far the biggest as holiday demand and fresh hardware combine. This pattern, repeated every year, drives the sawtooth shape of the shipment chart. Set against Apple total business in our [Apple revenue](#) analysis, iPhone shipments remain the single most important volume metric the company produces, even if it no longer reports it.

Annual Data Table

Apple iPhone Shipments, Growth and Market Share, 2010-2025

Apple Annual iPhone Shipments, YoY Growth and Global Market Share, 2010-2025 Click any column to sort

YEAR	SHIPMENTS (M)	YOY GROWTH	GLOBAL SHARE
2010	47.5	n/a	15.6%
2011	93.1	+96.0%	18.8%
2012	135.8	+45.9%	18.7%
2013	153.5	+13.0%	15.1%
2014	192.7	+25.5%	14.8%

2015	231.5	+20.1%	16.1%
2016	215.4	-7.0%	14.6%
2017	215.8	+0.2%	14.7%
2018	208.8	-3.2%	14.9%
2019	191.0	-8.5%	13.9%
2020	206.1	+7.9%	15.9%
2021	235.8	+14.4%	17.4%
2022	226.4	-4.0%	18.8%
2023	234.6	+3.6%	20.1%
2024	233.2	-0.6%	18.8%
2025	247.4	+6.1%	19.8%

The table lists Apple annual iPhone shipments from 2010 to 2025, alongside year-over-year growth and Apple estimated share of the global smartphone market. The shipment column rises from under 50 million to nearly 250 million units, while the share column hovers between roughly 15 and 20 percent, reflecting how Apple captures a modest slice of global volume but a commanding share of industry profit. Sorting any column shows how Apple climbed from challenger to the largest smartphone vendor in the world. That climb took more than a decade of patient, premium-focused execution to achieve. Apple won the volume crown without ever chasing the low end of the market.

The Annual View

From Challenger to Number One

Viewed by year, the iPhone shipment story divides into clear phases. The first half of the 2010s was a period of rapid expansion, as the iPhone went global and shipments multiplied roughly fivefold between 2010 and 2015. That growth peaked around 2015, the year of the larger-screen iPhone 6, when Apple shipped over 230 million units, a figure it would not exceed for six years. The supercycle had pulled forward an enormous wave of upgrades.

The second half of the decade was a plateau. Shipments drifted between roughly 190 and 220 million units a year as the smartphone market matured and upgrade cycles lengthened. Yet Apple held its ground while

many rivals faltered, and its position in the premium tier only strengthened. This stability mirrors the company broader resilience, visible across the product mix in our [Apple revenue by segment analysis](#), where the iPhone remained the anchor throughout.

Apple iPhone Annual Shipments, 2010-2025 (Million Units) Apple iPhone unit shipments by calendar year, in millions.

Data:

Apple iPhone unit shipments, compiled by BusinessStats.

Note:

Figures for 2010 to 2018 are Apple reported iPhone unit sales; from late 2018 onward they are IDC and third-party shipment estimates, as Apple stopped disclosing unit volumes. In millions of units. Switch views with the toolbar.

The 2020s brought renewed growth. A 5G-driven upgrade wave pushed shipments to a then-record near 236 million units in 2021, and after a dip, Apple reached an all-time high of about 247 million in 2025 on the strength of the iPhone 17. Crucially, in 2023 Apple became the largest smartphone vendor for a full calendar year for the first time, a milestone it repeated in 2024 and 2025, cementing its place at the top. For a company that ships a minority of the world phones, reaching number one was a milestone. It proved that a premium strategy could win on units as well as on margin. The milestone reframed how analysts judge Apple competitive position.

Year-over-Year

Boom, Plateau and Renewal

The year-over-year growth chart captures both the iPhone explosive youth and its mature swings. The early 2010s saw enormous percentage gains as shipments scaled from a small base, with growth often exceeding fifty percent a year. That pace was impossible to sustain, and as the installed base grew the growth rate fell sharply, settling into a pattern of low single-digit gains punctuated by occasional declines as upgrade cycles ebbed and flowed. The maturing of the market turned a growth story into a story of scale and endurance. Holding a market is, in its own way, harder than capturing one.

The down years are instructive. Shipments fell in 2016 as the iPhone 6 supercycle unwound, and again in 2018 and 2019 amid longer upgrade cycles and weakness in China. Each decline was followed by recovery, however, and none threatened Apple leadership of the premium segment. These swings track the broader



smartphone industry rhythm captured in our [global smartphone shipments](#) analysis, where the whole market has cooled from its mid-decade peak.

Apple iPhone Shipment Growth (%)Year-over-year change in Apple iPhone shipments, in percent.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

What the growth pattern shows is a product that has matured without declining. The iPhone no longer doubles its shipments, but it has avoided the steep falls that hit many rivals, and it has repeatedly returned to growth when new technologies, larger screens, 5G, and now artificial intelligence features, sparked fresh upgrade waves. Modest, durable growth from an enormous base is the signature of the modern iPhone shipment story.

Global Share

Few Units, Most of the Profit

Apple share of the global smartphone market by units tells a counterintuitive story. Despite the iPhone fame and profitability, Apple has never shipped the most phones in any single year by a wide margin; its share of global volume has typically sat between fifteen and twenty percent, well behind the combined output of the many Android makers. Apple plays in the premium tier, not the volume game. The phones it does ship command prices far above the industry average. That focus is the engine behind Apple outsized share of industry profit. It earns most of the money while shipping a minority of the phones.

Yet that modest volume share has climbed steadily, and in the 2020s Apple pushed past twenty percent of global shipments in some quarters, even reaching the top of the annual rankings. The contrast between Apple unit share and its share of industry revenue and profit is stark, a gap explored in our [smartphone market share by vendor](#) analysis, where Apple commands far more value than its unit count alone would suggest.

Apple Share of Global Smartphone Shipments (%)Apple estimated share of worldwide smartphone unit shipments, by year.



Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

This is the defining feature of Apple smartphone strategy: capture a minority of units but a majority of profits. By focusing on the high end, Apple earns a disproportionate share of the money in the smartphone industry while shipping far fewer phones than the Android ecosystem as a whole. Its rising unit share in recent years simply adds volume leadership to a profit leadership it has held for over a decade. Volume was always the one crown Apple lacked, and now it wears that too. Profit leadership came first; volume leadership followed more than a decade later.

Holiday Quarter

The All-Important Fourth Quarter

The fourth calendar quarter, covering October to December, is the iPhone showcase. New models launch in September, holiday demand surges, and the result is by far the biggest shipment quarter of every year. The holiday-quarter chart shows these peaks climbing from around 16 million units in 2010 to more than 80 million in recent years, a staggering concentration of demand into a single three-month window. No other quarter in the smartphone calendar concentrates so much demand so sharply. Apple effectively compresses a year of anticipation into a single launch window.

These holiday quarters are when the success of each new iPhone is first judged and when Apple ships the bulk of its annual volume. A strong fourth quarter can define Apple entire year, and the record holiday quarters, such as the iPhone 12 surge in late 2020, rank among the largest shipment quarters for any single phone model in history. The intensity of this peak is closely tied to the launch cadence detailed in our [smartphone market revenue analysis](#).

Apple iPhone Holiday-Quarter (Q4) Shipments by Year (Million Units) Apple iPhone shipments in the October-to-December quarter, by year.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.



Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

The steady growth of the holiday peak over time, even as overall shipments plateaued, reflects Apple success in concentrating demand around its launches and in selling ever more expensive models. Each year the holiday quarter pulls in a larger share of buyers choosing premium Pro and Max versions, so even when annual unit growth is modest, the fourth-quarter shipment figure keeps reaching impressive new heights. The holiday quarter has become a barometer for the health of the entire iPhone franchise. A strong fourth quarter reassures investors more than any other single data point. It has become the quarter the whole industry watches most closely.

Cumulative

Around Three Billion iPhones

Adding up every quarter since 2010 produces an extraordinary total: Apple has shipped on the order of three billion iPhones over the period, one of the largest cumulative runs for any single product line in history. The cumulative line climbs steadily, steepening as annual volumes grew, and it underlines the sheer scale of the device that reshaped personal computing and communication worldwide. Few products have ever been manufactured and sold at such a staggering scale. The logistics of moving hundreds of millions of devices a year are formidable.

This cumulative total helps explain Apple vast and loyal installed base, which now numbers well over a billion active iPhones. That base is the foundation of Apple services, accessories and ecosystem revenue, and it gives the company a recurring advantage few rivals can match. The scale of it underpins Apple position among the most valuable companies on earth, tracked in our [most valuable companies](#) analysis.

Cumulative Apple iPhone Shipments Since 2010 (Million Units)Running total of Apple iPhone shipments, in millions of units.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:



Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

A note of caution belongs with the cumulative figure. Shipment estimates measure units sent into the channel, which can run somewhat ahead of final sales, so the cumulative total is best read as an approximate scale rather than an exact count of phones in use. Even so, the order of magnitude, billions of iPhones shipped in fifteen years, captures the device unmatched reach. Even read conservatively, the figure places the iPhone among the most shipped products ever made. Billions of units in fifteen years is a scale almost no product can claim. The iPhone sits in a category of its own when measured by lifetime volume.

Seasonality

The Holiday Spike

Averaging shipments by calendar quarter lays the seasonality bare. The fourth quarter towers over the rest, reflecting the September launch and holiday demand, while the third quarter is lifted by the arrival of new models late in the period. The first quarter holds up on holiday momentum carrying into the new year, and the second quarter is consistently the quietest, as buyers wait for the next generation. The rhythm is so reliable that the industry plans its entire year around it. Suppliers, carriers and retailers all gear up for the autumn surge. The entire supply chain bends around Apple September cadence.

This pronounced seasonal shape is a direct consequence of Apple annual launch cadence, and it is far sharper than for many rivals who refresh their lineups throughout the year. The concentration of demand into the autumn and winter shapes Apple manufacturing, logistics and marketing, and it stands out even against the broader device makers compared in our [Apple workforce analysis](#), whose seasonal hiring follows a similar rhythm.

Average Apple iPhone Shipments by Calendar Quarter (Million Units) Average Apple iPhone shipments in each calendar quarter across the period.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

The seasonality means any single quarter must be read in context. A quiet second quarter is not a sign of weakness, and a towering fourth quarter is the norm rather than a surprise. Year-over-year comparisons matter far more than sequential ones, and understanding the iPhone seasonal pattern is essential to interpreting Apple shipment data without being misled by the natural swings within each year. The seasonality is a feature of the calendar, not a signal about underlying demand. Reading a quiet quarter as decline is the most common mistake in Apple analysis.

Multi-Year Periods

Each Era at a Glance

Grouping shipments into multi-year blocks shows how each era compared. The first block, covering the early 2010s, captured the explosive ramp from launch to mass-market dominance. The blocks that followed were larger in absolute terms but grew more slowly, reflecting a maturing market in which Apple shipped huge and steady volumes rather than the rapid year-on-year leaps of its youth. Maturity traded breakneck growth for dependable, enormous volume. Apple chose to defend its base rather than dilute its brand chasing units.

Each block marks a different chapter. The first was about global expansion; the second about defending a leadership position through a plateau; and the most recent about returning to record volumes while becoming the largest vendor outright. The steady scale of iPhone shipments across every block has funded Apple expansion into new categories and the enormous profits charted in our [Apple net income](#) analysis.

Apple iPhone Shipments by Multi-Year Period (Million Units)Total Apple iPhone shipments by multi-year block, in millions.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The block view confirms that the iPhone has not faded in volume even as the smartphone market overall has shrunk from its peak. Apple has held its enormous shipment base remarkably steady, and in the most recent block it pushed to new highs, a durability that few consumer products of any kind have ever

achieved over such a long span and at such a vast scale. The iPhone has aged into a steady giant rather than a fading star. Its largest shipment quarters have come long after most products would have peaked.

Indexed Growth

The Shipment Ascent

Indexing shipments to 2010 equals 100 turns the iPhone growth into a single soaring then steady line. By the mid-2010s the index had multiplied roughly fivefold, reflecting the rapid early expansion, before flattening into a plateau and then edging to new highs in the 2020s. The shape captures both the explosive youth and the mature stability of the iPhone shipment trajectory in one view. The curve rises steeply, then levels into a high and durable plateau. The plateau is not decline but the natural ceiling of a saturated premium market.

The indexed line highlights how front-loaded the iPhone growth was. Most of the multiple was achieved in the first five years, after which shipments grew slowly in percentage terms even as they remained enormous in absolute numbers. This is the classic pattern of a product that conquered its market early and then defended its position, a contrast with newer and more volatile categories such as the one in our [VR headset market analysis](#).

Apple iPhone Shipments, Indexed (2010 = 100) Apple iPhone shipments indexed to 2010 = 100. Higher means faster cumulative growth.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

The indexed view is, in effect, the shipment biography of the smartphone era told through Apple lens. It shows the moment a single device went from niche to ubiquitous, and then how it held that ubiquity for a decade and more. The flattening of the line is not stagnation but saturation: there are only so many premium buyers, and Apple already reaches most of them. Saturation, not weakness, is what flattens the line in its later years. There are only so many premium buyers, and Apple already reaches most of them.

Top Quarters

The Biggest Shipment Quarters

Ranking individual quarters by shipment volume confirms how concentrated the biggest quarters are in the recent holiday seasons. The top of the list is dominated by fourth quarters from the 2020s, each shipping well over 80 million iPhones in a single three-month span, with the iPhone 12 surge in late 2020 among the very largest. Earlier quarters, even strong ones, fall short of these recent peaks. The iPhone, by volume, has saved its biggest quarters for its later years.

This ranking shows that, by raw volume, the iPhone is shipping at or near its highest level ever right now, not in some distant golden age. The combination of a vast installed base upgrading on cycle, premium model demand, and Apple recent share gains has pushed recent holiday quarters to record heights, a trajectory that mirrors the device enduring revenue strength in our [iPhone revenue analysis](#).

Top Apple iPhone Shipment Quarters (Million Units) Highest single-quarter Apple iPhone shipment figures, in millions.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units. Switch views with the toolbar.

The clustering of record quarters in the present is the clearest answer to anyone who assumes the iPhone is past its prime. Its biggest shipment quarters are its most recent ones, achieved fifteen years and more after the device launched. Far from a fading product, the iPhone is, by the measure of quarterly shipments, operating at the peak of its powers and leading the market it created. By the measure of shipments, the iPhone has never been bigger than it is today.

247M2025 Record iPhone 17 surge. ~3B Cumulative Shipped since 2010. #1 Global Vendor 2023, 2024, 2025. ~74MAvg Holiday Q The peak quarter.

Across fifteen years, Apple iPhone shipments have grown from under 50 million units a year into a record near 250 million, and the company has climbed from challenger to the single largest smartphone vendor in the world. The quarterly data, with its towering holiday peaks and steady plateau, captures a product that conquered its market early and has defended that position with remarkable durability, even as it stopped reporting the very unit numbers that once defined how it was judged. It is, by almost any measure, the

defining device of its age.

The question now is how long the iPhone can keep shipping at these record volumes. The smartphone market has matured, upgrade cycles have lengthened, and growth increasingly depends on premium pricing and new features rather than reaching new users. Yet with a vast loyal base, rising share, and fresh demand from artificial intelligence and new models, the iPhone shows little sign of surrendering its lead. Its shipment story remains one of the defining achievements of the smartphone age. Whatever comes next, the iPhone has already rewritten what a single device can sell.

FAQ

Frequently Asked Questions: Apple iPhone Shipments

In 2025 Apple shipped a record of roughly 247 million iPhones, according to IDC. Annual shipments have ranged between about 190 and 247 million units in recent years, making Apple either the largest or second-largest smartphone vendor in the world depending on the year.

As of 2023, 2024 and 2025, yes, by full-year unit shipments. In 2023 Apple overtook Samsung to become the largest smartphone vendor in the world for a full calendar year for the first time, and it held that position in 2024 and 2025. For most of the prior decade Samsung shipped more units.

Apple stopped disclosing iPhone unit sales after the fourth quarter of calendar 2018, shifting investor focus to revenue instead. From that point onward, iPhone shipment figures come from third-party trackers such as IDC, which estimate volumes from supply-chain and channel data rather than from Apple direct disclosures.

Apple ships the most iPhones in the fourth calendar quarter, covering October to December. New models launch in September, and holiday demand peaks shortly after, so this quarter is by far the largest each year, often exceeding 80 million units, more than double a typical quieter quarter.

2025 was Apple best year on record, with roughly 247 million iPhones shipped, driven by strong demand for the iPhone 17 series. This surpassed the previous record of about 236 million units set in 2021, which had been powered by the 5G upgrade cycle around the iPhone 12 and 13.

Apple holds roughly 15 to 20 percent of global smartphone shipments by unit volume, a figure that has climbed in recent years. While this is a minority of total units, Apple captures a far larger share of the industry revenue and profit by concentrating on premium, higher-priced models.



Since 2010, Apple has shipped on the order of three billion iPhones, one of the largest cumulative totals for any single product line. Shipment estimates measure units sent into the channel, so the figure is best read as an approximate scale rather than an exact count of devices currently in use.

For 2010 through 2018, the figures are Apple reported iPhone unit sales and are exact. From late 2018 onward, Apple no longer discloses unit volumes, so the figures are IDC and third-party shipment estimates. The two sources align closely, and annual totals are well established, but recent quarterly splits are estimates.

iPhone unit shipments have plateaued because the smartphone market is mature and most premium buyers already own an iPhone. Revenue keeps rising because Apple sells more expensive models, with higher average prices offsetting flat volumes. The result is record revenue even in years when unit shipments barely grow.

According to IDC, the iPhone 17 series drove Apple to a record of roughly 247 million shipments in 2025, with especially strong demand in China. This helped Apple finish as the largest smartphone vendor in the world for the year, and IDC noted it was a record period for Apple in both units and value.

Sources

[Apple Inc. - Investor Relations](#) - Source for Apple reported iPhone unit sales through 2018.

IDC Worldwide Quarterly Mobile Phone Tracker and other industry trackers - Used for shipment estimates from late 2018 onward and global market share.

iPhone shipments are in millions of units. Figures for 2010 to 2018 are Apple reported iPhone unit sales and are exact; from late 2018 onward Apple no longer discloses volumes, so the figures are IDC and third-party shipment estimates. Annual totals are well established; recent quarterly splits are estimates. Shipments measure units sent into the channel and may run ahead of final sales. Not investment advice.

STATISTICS REPORT

iPhone 16 adoption rate worldwide monthly 2024-2026, by model

 Updated Jun 17, 2026 · businessstats.com/iphone-16-adoption-rate-by-model-worldwide

#1 IPHONE 16 (2025)	~4% OF ALL PHONES	16e SLEEPER HIT
~50% PRO TIER EARLY	5 of 10 TOP PHONES IPHONE	

Overview

iPhone 16 adoption rate worldwide from September 2024 to June 2026, by model

The iPhone 16 generation, launched in September 2024, will be remembered for a quiet revolution: it was the year the ordinary iPhone reclaimed the crown. After years in which the largest, most expensive Pro Max model topped the charts, the standard iPhone 16 became the best-selling smartphone in the world, holding that title across multiple quarters of 2025. This report tracks the adoption of each iPhone 16 model worldwide, month by month, from September 2024 to June 2026, charting how the lineup mix shifted over the generation full life. Few lineups have changed their internal order so completely from launch to maturity. The iPhone 16 is a textbook case of how a generation evolves over time. The shape it traced would soon repeat with the iPhone 17. The iPhone 16 set the playbook its successor would follow. That continuity made the iPhone 16 a pivotal generation for Apple. It marked the moment value moved firmly to the centre of the iPhone story.

It is a story of two halves. In the launch months of late 2024, the Pro Max and Pro led, as premium models usually do when enthusiasts buy first. But through 2025 the affordable iPhone 16 surged to the top and stayed there, a pattern Apple repeated with the next generation, detailed in our [iPhone 17 adoption by model](#) analysis. The standard model had finally closed the gap with its Pro siblings on features and value.

iPhone 16 Lineup Model Mix, Sep 2024 - Jun 2026 (%) Share of the iPhone 16 generation held by each model, by month.

Data:

iPhone 16 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 16 generation, in percent. Switch views with the toolbar.

Two supporting characters shaped the generation. The iPhone 16 Plus continued the sorry tradition of the fourth model that never catches on, languishing in last place throughout, so unloved that Apple replaced it entirely the following year. The iPhone 16e, a new lower-cost model launched in February 2025, did the opposite, quietly climbing the charts to become a genuine sleeper hit in the budget tier. Its success caught many critics, who had written it off at launch, by surprise. The 16e quietly proved that a well-judged budget phone still has a place. Apple had found a new way to reach price-conscious buyers. That reach widened Apple appeal without touching its premium image. It was a rare case of expanding reach and protecting prestige at once.

A note on the data is important. Apple does not publish a monthly breakdown by model, so the figures here are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports. They capture the well documented shape of the generation, even where exact monthly values are estimates. The software these devices run is tracked in our [iOS version share](#) analysis, and the volumes behind them in our shipment data.

Model Data Table

iPhone 16 Models: Launch, Start and June 2026 Share

iPhone 16 Models: Launch, Share at Launch, June 2026 Share and Change Click any column to sort

MODEL	LAUNCHED	SEP 2024	JUNE 2026	CHANGE
iPhone 16	Sep 2024	28.0%	44.6%	+16.6 pts
iPhone 16 Pro Max	Sep 2024	31.0%	4.0%	-27.0 pts
iPhone 16 Pro	Sep 2024	27.0%	4.0%	-23.0 pts
iPhone 16 Plus	Sep 2024	14.0%	9.9%	-4.1 pts

iPhone 16e	Feb 2025	0.0%	37.6%	+37.6 pts
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The table lists the five iPhone 16 models, their launch, and their share of the generation at the start of the period and as of June 2026, along with the change between the two. The standard iPhone 16 and the new iPhone 16e show the largest gains, while the Pro and Pro Max fade as they are discontinued after the iPhone 17 arrives. The iPhone 16 Plus stays small throughout. Sorting the columns shows how the generation shifted from a premium-led launch to a value-led afterlife. The table reads almost like a relay, with the lead passing from the Pro models to the standard one. By the end, the cheapest models carried the generation almost alone. Volume migrated downmarket exactly as Apple lineup strategy intends. The range quietly steered buyers exactly where Apple wanted them. Lineup design, as ever, did much of the selling.

Current Mix

A Budget Afterlife

As of June 2026, well after the iPhone 17 launch, the iPhone 16 generation lives on as a budget proposition, and its mix reflects that. The standard iPhone 16 holds the largest share, now joined closely by the iPhone 16e, as these two affordable models continue to sell long after the Pro versions were discontinued. The Pro and Pro Max, which led at launch, have dwindled to small remainders, while the Plus clings to a thin slice.

This is the natural endgame for an iPhone generation. Once a newer lineup arrives, Apple typically discontinues the prior Pro models and keeps the standard and budget versions on sale at lower prices, so the older generation becomes an entry point to the ecosystem. That strategy keeps drawing in price-sensitive buyers, supporting the services and ecosystem revenue explored in our [iPhone share of Apple revenue analysis](#).

iPhone 16 Lineup Model Mix, June 2026 (%) Share of the iPhone 16 generation held by each model as of June 2026.

Data:

iPhone 16 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 16 generation, in percent. Switch views with the toolbar.



The current mix, dominated by the standard iPhone 16 and the iPhone 16e, shows how Apple now uses older generations to cover the affordable end of its range. Rather than a single cheap model, it offers a ladder of older iPhones at descending prices, with the iPhone 16 and 16e doing that job in 2026. The Pro models, having served their premium purpose at launch, simply leave the stage. It is a tidy, predictable end to a familiar product cycle. Apple has refined this downmarket handoff over many generations.

All Five Models

The Lineup Over Time

Plotting all five models together reveals the full drama of the generation. The Pro Max and Pro start high and decline steadily, falling away sharply once the iPhone 17 arrives and they are discontinued. The standard iPhone 16 rises and holds, the iPhone 16e climbs from nothing into a major share, and the Plus flatlines near the bottom throughout. The crossing lines map a generation that began premium and ended affordable.

The most important crossing comes early, when the standard iPhone 16 overtakes the Pro Max to lead the lineup, a reversal that made headlines as the regular iPhone returned to the top of the global charts. This shift toward value was not unique to Apple; it reflected a wider market mood visible across vendors in our [smartphone market share by vendor](#) analysis, where affordability increasingly drives sales.

iPhone 16 Models: Share Over Time (%) Share of the generation held by each iPhone 16 model, by month.

Data:

iPhone 16 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 16 generation, in percent. Switch views with the toolbar.

Later, a second story unfolds in the lower half of the chart: the rise of the iPhone 16e and the slow fade of everything Pro. By 2026 the lineup that began as a contest between premium flagships had become a duel between two affordable models, the standard iPhone 16 and the 16e. It is a vivid illustration of how an iPhone generation evolves from launch flagship to budget workhorse. The same phones that once led the premium tier end up anchoring the entry level. What launches as a flagship finishes as an affordable workhorse.



The Standard Champion

iPhone 16 Reclaims the Crown

The standard iPhone 16 is the defining success of the generation, and a landmark for Apple. In the first quarter of 2025 it became the best-selling smartphone in the world, the first time in two years that the regular iPhone, rather than a Pro or Pro Max, had topped the global charts. It held that position through subsequent quarters, finishing 2025 as the world best-selling smartphone overall. No single model from any rival came close to it over the year. The standard iPhone 16 simply outsold everything else on the planet.

Its success came down to value. Apple narrowed the gap between the standard and Pro models, giving the iPhone 16 a fast A18 chip, the Action button and the new Camera Control, while keeping its price well below the Pro line. A subtle design refresh after several near-identical generations also helped. The result drew a wave of upgraders, lifting the shipment totals tracked in our [Apple smartphone shipments analysis](#).

Standard iPhone 16 Share of the Generation (%)Share of the iPhone 16 generation held by the standard iPhone 16, by month.

Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation.Switch views with the toolbar.

The rise of the standard iPhone 16 to the top of the world charts marked a genuine shift in buyer behaviour. For years the assumption had been that Apple biggest, priciest model would always lead; the iPhone 16 proved that a well-judged mainstream phone could win outright. It set the template that the standard iPhone 17 would follow the next year, cementing the affordable flagship as Apple new volume champion. The lesson would echo through Apple lineup decisions for years. The base model had become the heart of the range.

The Sleeper Hit

iPhone 16e Climbs the Charts

The iPhone 16e is the generation surprise success. Launched in February 2025 as a lower-cost model replacing the ageing iPhone SE, it was initially doubted by critics who felt it was priced too high. Buyers disagreed. In its first full month it landed sixth on the global best-seller list, and by the third quarter of 2025 it had climbed to become one of the best-selling smartphones in the world. For a budget model launched mid-cycle, that was a remarkable climb. The 16e outperformed the ageing SE it replaced from the very start. The 16e gave the entry tier a much-needed modern refresh. Buyers in emerging markets responded with real enthusiasm. Affordability and modern features proved a potent combination.

Its appeal lay in offering modern features, a current design, a fast chip and a familiar experience, at a price well below the flagship models. For huge numbers of buyers in price-sensitive markets, the 16e hit a sweet spot the old iPhone SE never reached. Its strength reshaped the affordable end of Apple range, with implications for the company average prices explored in our [Apple revenue by segment analysis](#).

iPhone 16e Share of the Generation (%) Share of the iPhone 16 generation held by the iPhone 16e, by month.

Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation. Switch views with the toolbar.

The iPhone 16e success matters strategically. It showed that Apple could compete more effectively in the mid-range without cannibalising its flagships, expanding the brand reach to new buyers. As the Pro models faded after the iPhone 17 launch, the 16e increasingly shared the budget stage with the standard iPhone 16, the two of them carrying the generation through its long, affordable afterlife into 2026. Together they kept the iPhone 16 name relevant long after its flagship moment. An older generation rarely stays this visible for so long.

The Crossover

When the Standard Model Overtook the Pro Max

The defining moment of the generation was the crossover, when the standard iPhone 16 overtook the iPhone 16 Pro Max to become the best-selling model. At launch in late 2024 the Pro Max led, as the most expensive model often does when early adopters buy first. But that lead proved temporary, and within a couple of quarters the standard model had pulled decisively ahead. The early Pro Max lead proved to be a sprint, not a marathon. Enthusiast demand faded while mainstream demand endured. The broad market, not early adopters, decided the generation. Their verdict, delivered over many months, was emphatic. Buyers rarely speak so clearly about a single product.

By the first quarter of 2025 the reversal was complete and widely reported. Counterpoint Research confirmed the standard iPhone 16 as the world best-selling smartphone, with the Pro Max and Pro following in second and third. It was the first time in two years the base model had led, a shift that rippled into Apple overall revenue picture in our [Apple total revenue](#) analysis.

iPhone 16 vs iPhone 16 Pro Max Share (%) Share of the generation held by the standard iPhone 16 and the Pro Max, by month.

Data:

iPhone 16 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 16 generation, in percent. Switch views with the toolbar.

The crossover mattered because it inverted years of received wisdom. Apple had trained the market to expect the Pro Max on top, yet the iPhone 16 won on value and a narrowed feature gap. The pattern would repeat with the iPhone 17, suggesting a lasting change in how buyers choose, gravitating to the standard model when it offers most of the Pro experience for less. Value, not size, increasingly decides which iPhone tops the charts. The Pro Max no longer has an automatic claim to the crown.

Pro vs Standard Tier

The Value Balance Tips

Grouping the lineup into the premium Pro tier, the Pro and Pro Max together, against the standard tier of the iPhone 16, Plus and 16e, shows how the generation value balance shifted dramatically over time. At launch the premium pair held a commanding share, as enthusiasts rushed to the newest flagships and the Pro line reportedly accounted for around half of all iPhone sales. At launch, the premium tier was unmistakably the centre of the lineup. Only later did the balance swing decisively toward value.

Then the balance tipped. As the standard iPhone 16 surged and the 16e arrived, the affordable tier gained ground, and once the iPhone 17 launched and the Pro models were discontinued, the premium tier collapsed within the generation. The drift toward cheaper models has real consequences for margins, a dynamic that feeds the profit picture in our [Apple net income analysis](#).

iPhone 16 Premium Tier vs Standard Tier Share (%) Combined share of the Pro and Pro Max versus the standard, Plus and 16e, by month.

Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation. Switch views with the toolbar.

The arc of the tier balance captures the whole generation in one view: a premium-led launch giving way to a value-led maturity and a budget-only afterlife. It is the natural life cycle of an iPhone generation, compressed into a clear shift from Pro dominance to standard and entry-level dominance as the months pass and a newer lineup takes over the premium tier.

Winners and Losers

Share Change Over the Generation

Measuring how each model share changed between launch and June 2026 distils the generation into winners and losers. The iPhone 16e posts the largest gain, rising from nothing to a major share, followed by the standard iPhone 16. The Pro Max and Pro post the steepest declines, as they are discontinued after the iPhone 17 arrives, while the Plus drifts modestly lower from an already weak base. The fourth model started small and only grew smaller. Its decline was the one entirely predictable story of the generation.

These shifts are not merely cosmetic; they reshape the economics of the generation over its life. The growth of the cheaper standard and entry-level models, alongside the disappearance of the high-margin Pro versions, tilts the generation increasingly toward volume over value, a balance that informs the broader market revenue picture in our [worldwide smartphone market revenue analysis](#).

iPhone 16 Models: Share Change, Launch to June 2026 (points)Change in each model share of the generation between launch and June 2026.

Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation.Switch views with the toolbar.

The pattern of change also reflects the natural rhythm of an Apple lineup. Pro models are built to sell hard at launch and then cede the stage; standard and budget models are built to sell steadily for years. The iPhone 16 generation followed that script almost perfectly, with the added twist of an unusually successful new entry-level model in the 16e. That budget hit was the generation genuine surprise.

Against the World

Each Model on the Global Stage

Set against the entire global smartphone market, the standard iPhone 16 achievement stands out. At its peak it accounted for around four percent of all smartphones sold worldwide, more than any other single model from any maker, an extraordinary concentration for one phone. The Pro Max and Pro followed at meaningful but smaller shares, with the 16e and Plus lower still. Even Apple weaker models sat within reach of the global top ten.

That a single model can capture around four percent of the entire global market underlines Apple unique position at the top of the rankings. In Q1 2025, five of the ten best-selling smartphones in the world were iPhones, a dominance of the charts that no rival can match, and one that reflects the company overall scale in our [global smartphone shipments analysis](#).

iPhone 16 Models: Peak Share of All Global Smartphones (%)Each iPhone 16 model peak share of total worldwide smartphone sales.



Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation. Switch views with the toolbar.

The iPhone 16e place in the global rankings is notable for a budget model. Reaching the upper ranks of the worldwide best-seller list within months of launch confirmed that Apple affordable strategy was working, broadening its reach without surrendering the premium tier to rivals. The iPhone 16 Plus, by contrast, never registered strongly, confirming its status as the lineup weak link. No amount of marketing could make the Plus matter to buyers.

Model Ranking

The Order That Emerged

Ranking the five models by their average share across the period confirms the order that emerged: the standard iPhone 16 first, reflecting its long spell at the top, followed by the Pro Max and Pro from their strong launch period, then the fast-rising iPhone 16e, with the iPhone 16 Plus a clear last. The order captures both the launch hierarchy and the later value-led shift. It is the whole generation arc compressed into a single ranking.

The ranking tells the generation story in miniature: a triumphant standard model, a strong but fading Pro pair, a surprising entry-level hit, and a perennial laggard in the Plus. It is a cleaner hierarchy than the raw monthly data might suggest, because the models occupied such different roles, premium launch sellers versus durable affordable options, across the generation life, a split that shaped the revenue tracked in our [iPhone revenue analysis](#).

iPhone 16 Models by Average Share of the Generation (%) Average share of the generation held by each model across the period.

Data:

Derived from the iPhone 16 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 16 generation. Switch views with the toolbar.

For Apple, the ranking is largely encouraging. A runaway standard model, a solid premium launch, and a successful new budget entry more than offset the familiar disappointment of the Plus. The main lesson, that the fourth flagship model never works while a well-judged cheaper model can thrive, would directly shape Apple decisions for the following iPhone 17 generation. Apple clearly learned from both the wins and the one persistent failure.

#1 iPhone 16 World best-seller 2025. ~4% Of All Phones Standard model, peak. Sleeper iPhone 16e Surprise budget hit. Last iPhone 16 Plus Replaced by the Air.

Across nearly two years, the iPhone 16 generation told a clear and consequential story: the standard model reclaimed the global crown, the new iPhone 16e proved a surprise hit, the Pro models sold hard at launch and then bowed out, and the iPhone 16 Plus confirmed once more that the fourth flagship never catches on. The mix shifted steadily from a premium-led launch to a value-led afterlife, a life cycle that now defines how Apple generations age.

The generation lessons proved lasting. The triumph of the affordable standard model and the success of the 16e reshaped Apple thinking, encouraging it to lean into value at the heart of its range, while the failure of the Plus led directly to its replacement by the thin iPhone Air in the next generation. As the iPhone 16 settles into its long budget afterlife, it stands as the generation that proved the ordinary iPhone could once again rule the world.

FAQ

Frequently Asked Questions: iPhone 16 Adoption

The standard iPhone 16 sold the best. In 2025 it became the best-selling smartphone in the world, according to Counterpoint Research, topping the global charts across multiple quarters. It was the first time in two years that a base iPhone, rather than a Pro or Pro Max, had led worldwide smartphone sales.

Yes. Despite early doubts about its price, the iPhone 16e, launched in February 2025 to replace the iPhone SE, became a surprise hit. In its first full month it landed sixth on the global best-seller list, and by the third quarter of 2025 it had climbed into the upper ranks, outperforming the old SE.

The iPhone 16 Plus continued a long pattern of the fourth main iPhone model failing to catch on. Buyers who wanted a larger phone tended to choose the Pro Max, while value buyers chose the standard model,

leaving the Plus without a clear audience. Apple replaced it with the thin iPhone Air in the iPhone 17 generation.

The standard iPhone 16 became the world best-selling smartphone in the first quarter of 2025, according to Counterpoint Research, and held the top spot through later quarters, finishing 2025 as the best-selling smartphone overall. At launch in late 2024, the Pro Max and Pro had led the lineup first.

Apple does not publish a monthly breakdown by model, so the figures here are modelled on published rankings and demand signals from Counterpoint Research and supply-chain reports. The overall shape, with the standard model leading, the 16e rising and the Pro models fading after the iPhone 17 launch, reflects well-documented reporting, though individual monthly values are estimates.

Apple narrowed the gap between its standard and Pro models, giving the iPhone 16 a fast A18 chip, the Action button and the new Camera Control, while keeping its price well below the Pro line. Combined with a design refresh and strong demand from upgraders, this made it the world best-selling smartphone in 2025.

After the iPhone 17 launched in September 2025, Apple discontinued the iPhone 16 Pro and Pro Max, as it typically does with prior-generation premium models. The standard iPhone 16, the iPhone 16e and the Plus continued on sale at lower prices, turning the generation into an affordable entry point to the iPhone range.

It depends on the measure. The single best-selling model was the standard iPhone 16, but the Pro line as a whole, the Pro and Pro Max combined, accounted for around half of Apple iPhone sales early in the generation. So while the base model was the top individual seller, the premium tier remained collectively very large.

Both generations saw the standard model become the world best-selling smartphone, confirming a lasting shift toward value. The main difference was at the fourth slot: the iPhone 16 had the weak Plus, which Apple replaced with the thin iPhone Air in the iPhone 17 generation, though the Air also struggled to find buyers.

At its peak, the standard iPhone 16 accounted for around four percent of all smartphones sold worldwide, the highest of any single model. In the first quarter of 2025, five of the ten best-selling smartphones in the world were iPhones, underlining Apple dominance of the top of the global rankings.

Sources

[Counterpoint Research](#) - Source for best-selling smartphone model rankings and global model share.



Counterpoint Global Handset Model Sales Tracker and supply-chain reporting - Used for iPhone 16 model rankings, the iPhone 16e launch and Pro discontinuation.

iPhone 16 model mix is modelled from published demand signals, in percent of the generation. Apple does not disclose a monthly model breakdown, so figures are estimates anchored to Counterpoint Research rankings and supply-chain reports. The standard iPhone 16 was reported as the world best-selling smartphone in 2025; the iPhone 16e was a budget hit and the Pro models were discontinued after the iPhone 17 launch. Not investment advice.

STATISTICS REPORT

iPhone 17 and iPhone Air adoption rate worldwide monthly 2025-2026, by model

Updated Jun 16, 2026 · businessstats.com/iphone-17-and-air-adoption-rate-by-model

#1 IPHONE 17	~6% OF ALL PHONES	-80% AIR PRODUCTION
~5% AIR SHARE	~28% PRO MAX SHARE	~25% PRO SHARE

Overview

iPhone 17 and iPhone Air adoption rate worldwide from October 2025 to June 2026, by model

Every autumn Apple launches a new iPhone lineup, and the way buyers split across its models tells a story about taste, pricing and ambition. The iPhone 17 generation, launched in September 2025, produced one of the most lopsided model races in years: a runaway hit at the affordable end, a steady premium core, and a bold new ultra-thin model that fell flat. This report tracks the adoption of each iPhone 17 model worldwide, month by month, from October 2025 to June 2026, showing how the mix shifted as the generation matured. Few recent lineups have seen their internal order rearrange so completely in so short a time. The reshuffling makes the iPhone 17 one of the more revealing lineups Apple has shipped. It offered a rare, real-time look at how buyers weigh price against features. Few product cycles offer such a clear natural experiment. Apple effectively ran four pricing bets at once and watched the market choose. The data that emerged is a small masterclass in consumer behaviour.

The headline is the triumph of the standard iPhone 17. Within months it had become the best-selling smartphone in the world, a position confirmed by Counterpoint Research for early 2026, when it alone accounted for roughly six percent of all global smartphone sales. The devices behind these figures all run Apple latest software, charted in our [iOS version share](#) analysis, where the iPhone 17 generation drove Apple to a record shipment year.

iPhone 17 Lineup Model Mix, Oct 2025 - Jun 2026 (%)Share of the iPhone 17 generation held by each model, by month.

Data:

iPhone 17 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 17 generation, in percent.Switch views with the toolbar.

The other defining story is the iPhone Air. Apple replaced the unloved Plus model with a strikingly thin new design, betting that buyers would pay for elegance. They largely did not. Within weeks of launch, reports of weak demand prompted Apple to slash Air production dramatically, and the model settled into a small niche share. It was the rare misstep in an otherwise triumphant lineup, and a reminder that even Apple cannot manufacture demand for a concept buyers do not want. The Air became the clearest cautionary note in an otherwise victorious year. Its struggles stood out all the more against the success around it. The contrast turned a modest product into a widely discussed cautionary tale. Its name became shorthand for over-reaching on design. The lesson for Apple was pointed and hard to ignore.

A note on the data is important. Apple does not publish a monthly model-by-model breakdown, so the figures here are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports. They capture the well documented shape of the generation, the standard model surging, the Air fading, the Pro models holding firm, even where exact monthly values are estimates. The revenue these models generate appears in our [Apple iPhone revenue analysis](#).

Model Data Table

iPhone 17 Models: Launch, Start and June 2026 Share

iPhone 17 Models: Launch, Share at Launch, June 2026 Share and ChangeClick any column to sort

MODEL	LAUNCHED	OCT 2025	JUNE 2026	CHANGE
iPhone 17	Sep 2025	28.0%	42.0%	+14.0 pts
iPhone 17 Pro Max	Sep 2025	36.0%	28.0%	-8.0 pts

iPhone 17 Pro	Sep 2025	26.0%	25.0%	-1.0 pts
iPhone Air	Sep 2025	10.0%	5.0%	-5.0 pts

The table lists the four iPhone 17 models, their launch, and their share of the generation at the start of the period and as of June 2026, along with the change between the two. The standard iPhone 17 shows the largest gain, climbing into a clear lead, while the iPhone Air shows the steepest decline from an already modest base. The Pro and Pro Max hold steadier, premium positions. Sorting the columns shows at a glance which models rose and which faded over the generation first nine months. The spread between best and worst performer is unusually wide for a single lineup. Most generations cluster more tightly; this one fanned out dramatically. The result was a lineup of clear winners and one clear loser. That separation made the generation unusually easy to read.

Current Mix

Where the Lineup Stands

As of June 2026, the iPhone 17 generation is led decisively by the standard model. The base iPhone 17 holds the largest share of the lineup, having overtaken the Pro Max that led at launch, while the Pro Max sits in a clear second place and the iPhone 17 Pro holds a steady third. The iPhone Air trails far behind, its share reduced to a small fraction of the generation after its early stumble. The four models now sit in a clear, well-separated order. There is little ambiguity left about which model buyers preferred. The standard iPhone 17 settled the question early and never looked back. Its dominance only grew firmer as the months passed.

This distribution marks a notable shift from the launch period, when the Pro Max was the single most popular model. Over the following months the centre of gravity moved toward the affordable standard iPhone, a pattern that has implications for Apple average selling prices and margins, explored in our [iPhone share of Apple revenue](#) analysis, where the mix of models shapes how much each generation earns.

iPhone 17 Lineup Model Mix, June 2026 (%) Share of the iPhone 17 generation held by each model as of June 2026.

Data:

iPhone 17 lineup model mix, compiled by BusinessStats from industry reporting.

Note:



Model-level monthly shares are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 17 generation, in percent. Switch views with the toolbar.

The current mix is, in many ways, a healthy one for Apple in volume terms, even if a tilt toward the cheaper model slightly pressures margins. A dominant, affordable hero model brings in large numbers of upgraders, while the Pro line keeps the premium tier strong. Only the iPhone Air sits awkwardly, a high-concept product that never found the audience Apple hoped for, now a minor footnote in an otherwise successful generation.

All Four Models

The Lineup Over Time

Plotting all four models together over time reveals the dynamics of the generation at a glance. The standard iPhone 17 rises steadily from launch, the Pro Max drifts down from an early peak, the Pro holds a remarkably flat line, and the Air sinks from a modest start to a thin sliver. The crossing lines tell the story of a lineup whose centre of gravity moved toward the affordable end as the months passed. The chart reads almost like a relay, with the lead passing from the Pro Max to the standard model. By the end of the period the handover was complete and decisive. What began as a close race ended as a comfortable lead.

The most striking feature is how quickly the standard model pulled ahead. In a single generation, Apple cheapest flagship went from trailing the Pro Max to leading the entire lineup, a reversal of the usual pattern in which the largest, most expensive model dominates. This shift mirrors a broader move in the smartphone market toward value, visible across vendors in our [smartphone market share by vendor analysis](#).

iPhone 17 Models: Share Over Time (%) Share of the generation held by each iPhone 17 model, by month.

Data:

iPhone 17 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 17 generation, in percent. Switch views with the toolbar.

The flat line of the iPhone 17 Pro is its own kind of story. Unlike the volatile standard model and the sinking Air, the Pro held a stable share throughout, suggesting a loyal core of buyers who want premium features without the largest size or price. That steadiness makes the Pro a dependable pillar of the lineup, even as attention focused on the standard model rise and the Air collapse. Steadiness, in a volatile lineup, turned out to be its own kind of success. The Pro quietly did its job while louder stories played out around it. Its steadiness was easy to overlook but important to Apple bottom line.

The Standard Hero

iPhone 17 Climbs to the Top

The standard iPhone 17 is the defining success of the generation. Launched as the most affordable model in the main lineup, it struck a chord with buyers, offering most of what people wanted at a lower price than the Pro models. Its share of the generation climbed steadily from launch, and by early 2026 it had become the best-selling individual smartphone in the entire world, a remarkable achievement for a non-Pro model.

Several factors drove its success. A strong feature set, attractive pricing, and a vast base of owners with ageing iPhones ready to upgrade all combined to push the standard model to the top. Analysts noted that much of the demand came from people replacing much older devices, a dynamic that bodes well for future generations and for the shipment trajectory tracked in our [global smartphone shipments](#) analysis.

Standard iPhone 17 Share of the Generation (%) Share of the iPhone 17 generation held by the standard iPhone 17, by month.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

The rise of the standard iPhone 17 to the top of the global charts is significant beyond a single generation. It suggests that Apple does not need its most expensive model to lead, and that a well-judged mainstream phone can dominate worldwide. For a company often associated with premium pricing, having its most affordable flagship become the world best-seller is a notable and strategically useful outcome.

The Air Stumble

An Ultra-Thin Misfire

The iPhone Air is the cautionary tale of the generation. Conceived as a daring, ultra-thin device to replace the lukewarm Plus model, it launched to curiosity but quickly faltered. Within weeks, supply-chain reports described weak demand, and analysts including Ming-Chi Kuo reported that Apple was cutting Air production drastically, by as much as eighty percent, as orders failed to materialise. Seldom has a flagship Apple product been pared back so quickly after launch.

The reasons were not hard to find. The Air made significant compromises for its thinness, including a smaller battery and a single camera, and it was priced close to the far more capable Pro. Many buyers concluded that the standard iPhone 17 and the Pro models already covered their needs, leaving little room for a thin-for-thinness model. This gap between concept and demand affects Apple wider results, seen in our [Apple revenue by segment analysis](#).

iPhone Air Share of the Generation (%) Share of the iPhone 17 generation held by the iPhone Air, by month.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

The Air share of the generation, already modest at launch, drifted lower through the period as production cuts took hold and word of its limitations spread. It became the smallest part of the lineup by a wide margin, a high-profile experiment that did not pay off. Apple is reportedly rethinking the concept for future generations, a sign that even its boldest design bets are subject to the verdict of buyers. No amount of engineering elegance can substitute for a feature set people actually want.

The Crossover

When the Standard Model Overtook the Pro Max

The most dramatic moment in the generation was the crossover, when the standard iPhone 17 overtook the iPhone 17 Pro Max to become the best-selling model. At launch the Pro Max led, as the largest and most expensive model often does in the opening weeks, when early adopters and enthusiasts buy first. But that lead did not last, and the standard model soon pulled ahead. The early Pro Max lead proved to be a head



start, not a durable advantage. Enthusiast demand faded, and mainstream demand carried the day. The broad market, not the early adopters, decided this generation.

By early 2026 the reversal was complete. Counterpoint Research confirmed that the standard iPhone 17 had become the world best-selling smartphone, with the Pro Max a distant second, a clear flip from the launch-quarter order. The size of the gap surprised some observers and signalled a real shift in buyer preference, one that ripples into Apple overall standing among the companies in our [most valuable companies](#) ranking.

iPhone 17 vs iPhone 17 Pro Max Share (%) Share of the generation held by the standard iPhone 17 and the Pro Max, by month.

Data:

iPhone 17 lineup model mix, compiled by BusinessStats from industry reporting.

Note:

Model-level monthly shares are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports; they are estimates, not exact figures. Shares are of the iPhone 17 generation, in percent. Switch views with the toolbar.

The crossover matters because it inverts the usual hierarchy. For several recent generations, the largest Pro Max model led or ran close to the standard iPhone. This time the affordable model won decisively and early, suggesting that buyers, perhaps wary of high prices, gravitated to value. Whether this proves a one-generation quirk or a lasting change will shape how Apple positions and prices future lineups. The crossover may well be remembered as a turning point in iPhone strategy. It hinted that value, not size, may define the lineups ahead. Apple will study this result closely as it plans the iPhone 18.

Pro vs Standard Tier

The Value Balance

Grouping the lineup into the premium Pro tier, the Pro and Pro Max together, against the standard tier of the iPhone 17 and the Air shows how the generation value balance shifted. At launch the premium pair held a slight edge, as enthusiasts rushed to the newest high-end models. Over the following months, however, the standard tier gained ground as the affordable iPhone 17 surged. The balance tilted steadily from premium toward value across the period. That drift is the quiet financial story beneath the louder sales headlines. Mix, as ever, matters as much to Apple as raw volume does.

This rebalancing has real consequences for Apple finances. The Pro models carry higher prices and fatter margins, so a shift toward the standard model, even a popular one, can gently pressure the average selling price. That dynamic feeds directly into the revenue and profit picture detailed in our [Apple net income analysis](#), where model mix is a quiet but important lever on earnings.

iPhone 17 Premium Tier vs Standard Tier Share (%) Combined share of the Pro and Pro Max versus the standard iPhone 17 and Air, by month.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

Still, the premium tier held up well in absolute terms, anchored by a strong Pro Max and a steady Pro. The story is less one of premium weakness than of standard strength: the iPhone 17 did not so much steal Pro buyers as bring in a wave of upgraders at the affordable end. For Apple, a healthy premium tier alongside a runaway standard model is close to an ideal volume outcome, if not a perfect margin one. Volume and prestige rarely sit together so comfortably. Apple managed to lead on units without abandoning the high end.

Winners and Losers

Share Change Over the Generation

Measuring how each model share changed between launch and June 2026 distils the generation into a single picture of winners and losers. The standard iPhone 17 posts the largest gain by far, climbing several points to lead the lineup. The iPhone Air posts the steepest decline, shrinking from an already small base. The Pro and Pro Max move only modestly, reflecting their steadier roles.

These changes are not merely cosmetic; they reshape the economics of the generation. A larger standard share means more volume at lower prices, while a shrinking Air share removes a would-be premium contributor. The net effect is a lineup that sells in large numbers but leans more on its affordable hero, a balance that informs the broader market revenue picture in our [worldwide smartphone market revenue analysis](#).



iPhone 17 Models: Share Change, Launch to June 2026 (points) Change in each model share of the generation between launch and June 2026.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

The pattern of change also offers a clear verdict on Apple choices this generation. The market rewarded the well-judged standard iPhone and the dependable Pro models, while punishing the over-ambitious Air. It is a reminder that even within a single successful lineup, buyers draw sharp distinctions, rewarding value and capability while declining to pay a premium for novelty alone. The market verdict was unusually blunt and unusually quick. Buyers made up their minds within weeks, not months.

Against the World

Each Model on the Global Stage

Set against the entire global smartphone market, the scale of the standard iPhone 17 success becomes clear. By early 2026 it alone accounted for around six percent of all smartphones sold worldwide, more than any other single model from any maker, an extraordinary concentration for one phone. The Pro Max followed at a meaningful but clearly smaller share, with the Pro behind it. The order on the world stage mirrored the order within Apple own lineup.

That a single model can capture six percent of the entire global market underlines Apple unique position. No Android maker, spread across many models and price points, places a single device so high on the worldwide charts. This dominance of the top of the rankings is a recurring feature of Apple business, visible in the company overall revenue in our [Apple total revenue](#) analysis.

iPhone 17 Models: Share of All Global Smartphones, Early 2026 (%) Each iPhone 17 model share of total worldwide smartphone sales in early 2026.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

The iPhone Air, by contrast, registered only a tiny share of the global market, far below the other three models. Its position near the bottom of Apple own lineup, let alone the global charts, confirms how comprehensively it failed to find an audience. The contrast between the chart-topping standard model and the barely-visible Air, within the same generation, is the starkest illustration of the lineup split fortunes.

Model Ranking

The Order That Emerged

Ranking the four models by their average share across the period confirms the order that emerged: the standard iPhone 17 first, the Pro Max second, the Pro third, and the Air a distant fourth. While the standard model and Pro Max traded the lead during the period, over the full nine months the standard iPhone 17 comes out clearly on top, reflecting its sustained surge.

The ranking captures the generation in miniature: an affordable hero, a strong premium flagship, a steady mid-premium option, and a failed experiment. It is a cleaner hierarchy than many recent generations produced, with clear separation between the models rather than a tight cluster. The clarity of the order reflects how decisively buyers expressed their preferences this time around, and the volumes behind it set a record, as our [Apple smartphone shipments](#) analysis shows.

iPhone 17 Models by Average Share of the Generation (%) Average share of the generation held by each model across the period.

Data:

Derived from the iPhone 17 lineup model mix, compiled by BusinessStats.

Note:

Combined shares, changes and rankings are calculated from the modelled model-mix series, in percent of the iPhone 17 generation. Switch views with the toolbar.

For Apple, the ranking is mostly good news. Three of the four models performed solidly, led by a runaway standard iPhone, and only the Air disappointed. A lineup in which the worst outcome is a single niche model, while the best is the world top-selling phone, is one most manufacturers would envy, even with the margin questions that a standard-led mix raises.



#1 iPhone 17 World best-seller. ~6% Of All Phones Standard model, early 2026. -80% Air Production Cut on weak demand. Flip The Crossover Standard beat Pro Max.

Across its first nine months, the iPhone 17 generation told a clear story: the standard model triumphed, becoming the best-selling smartphone in the world, while the bold iPhone Air fell flat and the Pro models held their premium ground. The model mix shifted steadily toward the affordable end, inverting the usual hierarchy and confirming that, this time, value won. It was a generation defined as much by one surprise success as by one high-profile disappointment.

What the generation reveals is the power, and the limits, of Apple lineup strategy. A well-judged standard model can dominate the globe, but no amount of design ambition can force buyers to embrace a product they do not want. As Apple plans future lineups, including a rumoured foldable and a rethought thin model, the lessons of the iPhone 17 generation, reward value, respect demand, will loom large over how it positions and prices the iPhones to come.

FAQ

Frequently Asked Questions: iPhone 17 Adoption

The standard iPhone 17 sold the best. By early 2026 it had become the best-selling individual smartphone in the world, according to Counterpoint Research, accounting for roughly six percent of all global smartphone sales. It overtook the iPhone 17 Pro Max, which had led the lineup at launch.

The iPhone Air faced weak demand because its extreme thinness forced compromises, including a smaller battery and a single camera, while its price sat close to the far more capable Pro models. Many buyers felt the standard iPhone 17 and the Pro models already met their needs, and Apple cut Air production by as much as eighty percent.

Yes. The iPhone 17 Pro Max was the most popular model at launch and remained a strong second-place seller throughout the period. It only lost the overall lead because the affordable standard iPhone 17 surged ahead, becoming the world best-selling phone, with the Pro Max a clear but distant second by early 2026.

The iPhone Air is an ultra-thin iPhone that Apple introduced with the iPhone 17 generation in September 2025, replacing the Plus model. It prioritised a slim design over features like battery life and cameras. Despite the bold concept, it saw weak demand and became the smallest-selling model in the lineup by a wide margin.

The standard iPhone 17 overtook the iPhone 17 Pro Max around the turn of 2025 into 2026. The Pro Max led during the launch quarter of late 2025, but by the first quarter of 2026 the standard model had pulled clearly ahead to become the best-selling smartphone in the world, according to Counterpoint Research.

Apple does not publish a monthly breakdown by model, so the figures here are modelled on published demand signals from Counterpoint Research, Morgan Stanley and supply-chain reports. The overall shape, with the standard model surging, the Air fading and the Pro models steady, reflects well-documented reporting, though individual monthly values are estimates.

The standard iPhone 17 offered a strong feature set at a lower price than the Pro models, appealing to a large base of owners with ageing iPhones ready to upgrade. Analysts noted that much of its demand came from people replacing much older devices, helping it become the world best-selling smartphone in early 2026.

Yes, very well. The iPhone 17 generation helped drive Apple to a record shipment year in 2025, with around 247 million iPhones shipped according to IDC. Strong demand for the standard iPhone 17 and the Pro models more than offset the weak performance of the iPhone Air.

A shift toward the affordable standard iPhone 17, away from the higher-priced Pro models and the failed Air, can gently pressure Apple's average selling price and margins, since the standard model is cheaper. However, the sheer volume of standard iPhone 17 sales, combined with a still-strong Pro tier, kept the generation highly profitable overall.

Apple has not confirmed its plans, but reports suggest the company is rethinking the thin-iPhone concept after the Air's weak reception, with production cut sharply. Future lineups may revise or replace the Air, and Apple is also reported to be preparing a foldable iPhone, as it adjusts its strategy in response to how buyers responded to the iPhone 17 generation.

Sources

[Counterpoint Research](#) - Source for best-selling smartphone model rankings and global model share.

Morgan Stanley, Ming-Chi Kuo and supply-chain reporting (Nikkei) - Used for iPhone 17 demand signals and iPhone Air production cuts.

iPhone 17 model mix is modelled from published demand signals, in percent of the generation. Apple does not disclose a monthly model breakdown, so figures are estimates anchored to reporting from Counterpoint Research, Morgan Stanley and supply-chain sources. The standard iPhone 17 was reported as the world best-selling smartphone in early 2026; the iPhone Air saw sharp production cuts on weak demand. Not



investment advice.



STATISTICS REPORT

Smartphone shipments worldwide quarterly 2009–2026

Updated Jun 14, 2026 · businessstats.com/quarterly-global-smartphone-shipments-by-quarter

290M Q1 2026 SHIPMENTS	54M Q4 2009 SHIPMENTS	1.47B 2016 PEAK (YEAR)
18.7B TOTAL SINCE 2009	-4% Q1 2026 YOY	21.7% SAMSUNG Q1 2026

Overview

Smartphone shipments worldwide from 4th quarter 2009 to 1st quarter 2026

Few products have risen as fast, or shipped in as vast a quantity, as the smartphone. From barely 54 million units in the final quarter of 2009, when the smartphone era was just beginning, worldwide shipments climbed to a peak of over 400 million in a single holiday quarter, before settling into the mature, cyclical market of today, which ships close to 300 million units a quarter. Tracking these shipments quarter by quarter, from the fourth quarter of 2009 to the first quarter of 2026, reveals the full arc of the smartphone's journey: explosive early growth, a long plateau, a pandemic shock, and a market now defined by replacement rather than expansion. The money behind these shipments is explored in our [worldwide smartphone market revenue analysis](#).

The quarterly view is especially revealing because smartphone shipments are highly seasonal, peaking in the fourth quarter of each year as manufacturers and retailers push new flagship models into the holiday shopping season. Overlaid on this seasonal rhythm is the bigger story of the market's maturation. The breakneck growth of the early 2010s, when shipments routinely rose 40 to 75 percent a year, gave way to a plateau around 2016 and 2017, then to outright decline, the pandemic disruption of 2020, and a fragile recovery. By early 2026, the market had slipped back into decline once again. The intense competition between the brands shipping these phones is tracked in our [smartphone market share by vendor analysis](#).

Smartphone shipments worldwide quarterly Q4 2009 Q1 2026 lineQuarterly Smartphone Shipments, Q4 2009-Q1 2026 (M units)Smartphone shipments worldwide quarterly Q4 2009 Q1 2026 line 290MQ1 2026

Note: IDC data; recent quarters reported, earlier quarters estimated from annual totals and seasonality.

A note on the data is important. The shipment figures here are based on data from IDC, the industry standard tracker of smartphone shipments, expressed in millions of units. Annual totals are well established and widely reported. For the long quarterly series, recent quarters use reported IDC figures, while some earlier quarters are estimated from annual totals and the well documented seasonal pattern of the market, so the precise quarterly values for the early years are best read as indicative of the shape and rhythm of the market rather than exact counts. The overall trajectory, however, is firmly grounded in the industry data. How these device shipments fit into total technology spending is set out in our [big tech revenue comparison analysis](#).

To appreciate the scale of what the quarterly data captures, it helps to remember how new the smartphone was in late 2009. The iPhone was barely two years old, Android had only just launched, and most of the world still carried basic feature phones. The chart that follows therefore documents not just a product cycle but the birth and maturation of an entire industry, one that would go on to reshape communication, commerce, media and daily life for billions of people. Reading it from left to right is like watching the digital age arrive in real time, quarter by quarter, until the smartphone became the most widely owned piece of technology in human history.

Annual Data Table

Annual Smartphone Shipments, 2009–2025

Annual Smartphone Shipments, 2009-2025 (million units)Click any column to sort

YEAR	SHIPMENTS	YOY GROWTH
2009	173 M	-
2010	305 M	+76.3%
2011	494 M	+62.0%
2012	725 M	+46.8%
2013	1019 M	+40.6%



2014	1301 M	+27.7%
2015	1437 M	+10.5%
2016	1473 M	+2.5%
2017	1466 M	-0.5%
2018	1405 M	-4.2%
2019	1372 M	-2.3%
2020	1292 M	-5.8%
2021	1355 M	+4.9%
2022	1205 M	-11.1%
2023	1170 M	-2.9%
2024	1240 M	+6.0%
2025	1250 M	+0.8%

The table shows annual smartphone shipments for every year from 2009 to 2025, alongside the rate of change, providing the solid backbone of the quarterly series. The early rows are extraordinary, with shipments more than doubling between 2009 and 2011 and continuing to surge through 2013. Growth then slowed sharply, peaking in 2016 before the market entered a period of stagnation and decline. The pandemic year of 2020 and the slump of 2022 stand out as the weakest years, while 2024 marked a return to growth. Sorting the growth column reveals the dramatic deceleration from the triple digit boom years of the early 2010s to the low single digit swings of today, the clearest signal of a market that has moved from explosive expansion to mature replacement.

Annual Growth

From Rocket Ship to Plateau: Annual Growth

Plotting annual growth rates lays bare the smartphone market's transformation from rocket ship to mature plateau. In 2010 and 2011, shipments grew by more than 60 percent a year as smartphones swept across the developed world. Growth then decelerated steadily, from over 40 percent in 2012 and 2013 to single digits by 2015, before turning negative for the first time in 2017. The market has since seesawed between modest growth and decline, with the steepest drop coming in 2022, when shipments fell more than 10



percent amid economic uncertainty and weak demand. This long deceleration is the defining feature of the smartphone era's second decade.

The pattern reflects the fundamental dynamics of a maturing market. In the early years, growth came from hundreds of millions of first time buyers upgrading from basic feature phones to smartphones. Once that transition was largely complete across the major markets, the source of growth vanished, and shipments came to depend almost entirely on existing owners replacing their devices. As replacement cycles lengthened, with consumers holding phones for three or four years instead of two, unit growth stalled. The industry's hope is that new technologies, particularly artificial intelligence features, might shorten those cycles again, a prospect examined in our [artificial intelligence worldwide statistics](#) overview.

Smartphone shipments annual growth rate percent barAnnual Shipment Growth Rate (%)Smartphone shipments annual growth rate percent bar +76%2010 boom

Note: annual percentage change; red bars are years of decline. 18.7 Billion Phones

More Than 18 Billion Phones Shipped

Adding up every quarter since 2009 reveals a staggering total: by the end of 2025, the world had shipped roughly 18.7 billion smartphones, with the figure passing 19 billion in early 2026. That is more than two phones for every person alive on Earth, shipped in little more than fifteen years. The cumulative line climbs relentlessly, because even in the weakest years the industry still ships well over a billion units. This colossal installed base is the foundation of the modern digital economy, the hardware layer on which the entire world of apps, services and mobile commerce is built, as explored in our [internet companies revenue](#) analysis.

The scale of cumulative shipments also explains why the smartphone market, despite its maturity, remains so strategically vital. With billions of devices in active use and well over a billion replaced every year, even a market growing slowly in unit terms represents an enormous and recurring opportunity. It is this vast installed base that companies like Apple have learned to monetise far beyond the initial sale, through services, accessories and ecosystems, a strategy detailed in our [Apple total net sales](#) analysis. The phone, once sold, becomes a gateway to years of additional revenue.

The relentless climb of the cumulative line carries a sustainability dimension too. With nearly 19 billion devices shipped, the smartphone industry has become a major consumer of raw materials, from rare earth metals to lithium, and a significant source of electronic waste as billions of older devices are retired each year. This has pushed manufacturers toward longer software support, trade in schemes and recycling

programmes, partly to address environmental concerns and partly to capture value from the enormous installed base. The sheer volume of devices in circulation has made the smartphone not just an economic force but an environmental one as well.

Cumulative smartphone shipments since 2009 billion lineCumulative Shipments Since 2009 (M units)Cumulative smartphone shipments since 2009 billion line 18.7Bby 2025

Note: running total of annual shipments. Shipments by Era

Smartphone Shipments by Era

Grouping the years into eras captures the market's three distinct phases. The rise era of 2009 to 2013 averaged around 543 million units a year, a figure inflated by breakneck growth from a tiny base. The peak era of 2014 to 2017 averaged roughly 1.42 billion units annually, as the market hit its all time high in 2016. The mature era of 2018 to 2025 has averaged about 1.29 billion units a year, below the peak, as the market settled into a pattern of gentle decline and recovery. The contrast between the eras shows a market that expanded explosively, crested, and has since plateaued at a high but no longer growing level.

The era view underlines a crucial point about the smartphone market: it is no longer growing in unit terms, yet it remains enormous. Annual shipments today are lower than they were at the 2016 peak, a remarkable fact for a product once synonymous with relentless growth. The market has effectively saturated, with almost everyone who wants and can afford a smartphone already owning one. Future unit growth, if it comes, will rely on emerging markets, replacement cycles and new technologies rather than on the flood of first time buyers that powered the first decade. The broader economic context for this consumer demand is explored in our [global economy](#) overview.

Smartphone shipments average by era horizontal barAverage Annual Shipments by Era (M units)Smartphone shipments average by era horizontal bar 1419M2014-17543M2009-13

Quarterly Seasonality

The Holiday Effect: Quarterly Seasonality

Smartphone shipments follow a pronounced seasonal pattern, and the quarterly data makes it unmistakable. The fourth quarter, covering the crucial holiday shopping season, is consistently the strongest of the year, as manufacturers launch flagship devices and retailers discount aggressively. The first quarter typically holds up reasonably well on the momentum of holiday launches, before the second



quarter dips to the annual low point. The third quarter then begins to recover as the industry gears up for the next holiday cycle. This rhythm has held remarkably steady across the years, making the fourth quarter the single most important period for the entire industry.

Understanding this seasonality matters for interpreting the headline numbers, because a quarter must always be compared with the same quarter a year earlier rather than the previous quarter. A drop from the fourth quarter to the first quarter is normal seasonality, not a sign of weakness, whereas a year on year decline in any given quarter is a genuine warning signal. It is precisely such a year on year decline that the market registered in early 2026, breaking a long run of growth and prompting concern about the year ahead. The seasonal peak in the fourth quarter also concentrates the industry's marketing and competitive battles into a few critical weeks each year.

The seasonal concentration in the fourth quarter also shapes the competitive calendar of the entire industry. Flagship launches are timed to land just before the holidays, marketing budgets peak, and the battle for the crucial gift buying season can make or break a vendor for the whole year. Apple in particular relies heavily on the fourth quarter, when its newest iPhones drive a surge that often pushes it to the top of the shipment rankings, before Samsung typically reclaims the lead in the quieter first half of the year. This rhythm has become one of the most predictable features of the global technology calendar.

Smartphone shipments seasonality average by quarter barAverage Shipments by Calendar Quarter (M units)Smartphone shipments seasonality average by quarter bar Q4peakQ2low

Recent Quarters

The Recovery and Its Stall: 2023 to 2026

Zooming in on the most recent quarters, from the start of 2023 to early 2026, shows a market that staged a solid recovery before running into fresh trouble. Through 2023, shipments were subdued as the industry worked through excess inventory and weak demand. From early 2024, however, the market returned to growth, stringing together a run of quarters in which shipments rose year on year, helped by recovering demand and strong flagship launches. The fourth quarters of 2024 and 2025 were particularly robust, driven by holiday sales and record performances from the leading brands, especially at the premium end of the market.

That recovery, however, came to an abrupt halt in the first quarter of 2026. Shipments fell to around 290 million units, a decline of roughly 4 percent year on year, breaking a streak of about ten consecutive quarters of growth that had run since the middle of 2023. Analysts attributed the reversal primarily to a



global shortage of memory components, which pushed up costs and forced manufacturers to raise prices, dampening demand in price sensitive markets. The episode was a reminder that, even in recovery, the smartphone market remains vulnerable to supply shocks and economic headwinds, with much of the manufacturing base concentrated in China, as explored in our [China economy](#) analysis.

Smartphone shipments recent quarters 2023 2026 barQuarterly Shipments, Q1 2023-Q1 2026 (M units)Smartphone shipments recent quarters 2023 2026 bar 332MQ4 2024

Note: IDC reported figures for recent quarters. The Streak Breaks

A 10-Quarter Growth Streak Ends

Viewing the recent quarters through the lens of year on year growth makes the turning point crystal clear. From early 2024 through the end of 2025, almost every quarter posted positive year on year growth, with gains of 5 to 7 percent in the strongest periods as the market rebounded from its 2023 lows. This sustained run of growth had encouraged optimism that the smartphone market had finally turned a corner after years of stagnation. The first quarter of 2026, however, broke the pattern decisively, registering a clear year on year decline and signalling that the recovery had stalled.

The breaking of the growth streak in early 2026 carries significance beyond a single quarter. It marked the first year on year decline since mid 2023 and prompted analysts to revise their full year forecasts downward, warning that component shortages and rising prices could weigh on the market throughout 2026. For an industry that had only recently regained its footing, the reversal underscored how fragile the recovery remained. Whether it proves a brief stumble or the start of a deeper downturn will depend heavily on how quickly the memory shortage eases and how consumers respond to the higher prices that are likely to follow.

Smartphone shipments quarterly year over year growth barQuarterly Shipments Growth, Year on Year (%)Smartphone shipments quarterly year over year growth bar +7%2024 peak-4%Q1 2026

Leading Vendors

Who Ships the Most Phones

The hundreds of millions of phones shipped each quarter are dominated by a small group of global brands. In the first quarter of 2026, Samsung led the market with about 22 percent of shipments, reclaiming the top spot it traditionally holds in the first quarter, when Apple's holiday surge has faded. Apple ranked second,



followed by China's Xiaomi in third, with vivo, OPPO and a long tail of smaller brands making up the rest. The first quarter ranking typically favours Samsung and Android brands, since Apple's shipments are heavily concentrated in the fourth quarter around new iPhone launches.

The competitive picture has shifted dramatically over the life of the smartphone market. Early leaders such as Nokia and BlackBerry vanished, while Samsung and Apple rose to a dominant duopoly at the top. More recently, Chinese brands led by Xiaomi, vivo, OPPO and Transsion have captured a large share of global volume, particularly in emerging markets where their aggressively priced devices have thrived. This leaves the market split between a premium tier dominated by Apple and Samsung and a vast value segment contested by Chinese manufacturers, a divide that shapes how shipments translate into revenue and profit, as set out in our [largest source of revenue of leading tech companies analysis](#).

The stakes in these shipment rankings are enormous, because scale confers powerful advantages in a hardware business. Higher volumes mean better terms from component suppliers, greater bargaining power with carriers and retailers, and more resources to invest in research and marketing. This is why vendors fight so fiercely for every share point, even in a flat or shrinking market, and why the collapse of former giants such as Nokia and BlackBerry happened so quickly once they lost scale. In the smartphone industry, momentum in shipments can rapidly become either a virtuous or a vicious cycle.

Smartphone vendor market share Q1 2026 Samsung Apple Xiaomi donut
Smartphone Shipment Share, Q1 2026
Smartphone vendor market share Q1 2026 Samsung Apple Xiaomi donut 21.7% Samsung

Milestone Quarters

The Smartphone Arc in Five Quarters

A handful of milestone quarters trace the smartphone's entire arc. In the fourth quarter of 2009, the industry shipped around 54 million units, a figure that would soon look quaint. By the peak years around 2016, a single holiday quarter could exceed 400 million units. The second quarter of 2020 saw shipments slump to roughly 280 million as the pandemic struck, before the market recovered. The fourth quarter of 2024 reached a healthy 332 million on the back of strong holiday demand, while the first quarter of 2026 came in near 290 million as the latest downturn began. Together these quarters span the market's birth, boom, shock and maturity.

What stands out across these milestones is how the smartphone market has matured without collapsing. Even at its lowest recent points, the industry still ships far more phones in a single quarter than it did in an entire year at the start of the smartphone era. The market has cycled through booms and busts, supply



shocks and demand slumps, yet the underlying volume has remained enormous. This resilience reflects the smartphone's status as an essential product that billions of people replace on a regular cycle, ensuring a steady, massive flow of shipments regardless of the economic weather.

These milestone quarters also map neatly onto the broader technology cycles of their times. The 2009 starting point coincided with the dawn of the app economy, the 2016 peak with the maturing of the global smartphone market, the 2020 trough with the pandemic, and the 2026 downturn with the supply chain pressures and component shortages reshaping the industry today. In this sense, the smartphone shipment curve doubles as a barometer of the wider technology economy, registering each major shock and shift in consumer behaviour across more than fifteen years of rapid change.

Smartphone shipments milestone quarters horizontal bar
Shipments at Milestone Quarters (M units)
Smartphone shipments milestone quarters horizontal bar 290MQ1 2026

Note: selected quarters tracing the market's arc. Shipments vs Revenue

Fewer Phones, Similar Money: Shipments vs Revenue

Perhaps the most important insight from the shipment data emerges when it is set against revenue. While unit shipments have trended downward from their peak and remain below their 2018 level, the revenue generated by those shipments has held up far better, recovering close to its earlier highs. Indexing both measures to 2018 shows the gap clearly: the world is shipping fewer phones but spending nearly as much money, because the average price of each device has risen steadily. This is the premiumisation story in a single chart, the defining economic feature of the modern smartphone market, transforming a business of falling unit sales into one of resilient and even rising value.

This divergence between falling units and resilient revenue has reshaped the entire industry's strategy. With unit growth no longer available, manufacturers have focused relentlessly on raising average selling prices, pushing premium features, larger storage, foldable designs and advanced cameras to justify higher prices. The result is a market where shipping fewer, more expensive phones can be more profitable than chasing volume, a logic that Apple pioneered and others have followed. The broader shift toward digital commerce that these devices enable is tracked in our [retail e-commerce sales growth worldwide analysis](#). Note that the revenue series draws on a different source from the shipment data and the comparison is therefore indicative.

Smartphone shipments vs revenue indexed 2018 2025 line
Shipments vs Revenue, Indexed (2018 = 100)
Smartphone shipments vs revenue indexed 2018 2025 line Revenue resilient Units falling



290MQ1 2026Down 4% year on year. 1.47B2016 PeakAll-time annual high. 18.7BTTotal ShippedSince Q4 2009. 21.7%Samsung ShareLeader in Q1 2026.

Taken together, the quarterly data tells the complete story of the smartphone, from a fledgling product shipping 54 million units in late 2009 to a mature global industry shipping close to 300 million units a quarter today. The market boomed through the early 2010s, peaked around 2016, weathered the pandemic, and has since settled into a cyclical pattern of modest growth and decline, with around 18.7 billion phones shipped over the period. By early 2026, a fresh downturn driven by component shortages had broken a promising recovery, underlining the market's enduring sensitivity to supply and economic shocks.

Yet for all the talk of saturation and decline, the smartphone remains the most ubiquitous and important consumer device on the planet, shipping in volumes that dwarf every other category of personal technology. The key questions ahead are whether artificial intelligence can revive unit growth, how quickly the memory shortage eases, and whether any new form factor can reignite the kind of demand that defined the smartphone's first decade. The market value of the companies competing for these shipments is examined in our [biggest companies by market value](#) overview. Whatever the answer, the quarterly shipment data will remain one of the most closely watched indicators in technology, a real time pulse of consumer confidence, innovation and the global supply chains that turn silicon and glass into the devices that billions of people carry every day, and a reliable early warning of shifts rippling through the wider electronics industry. For now, the smartphone endures as the device against which all others are measured, and its quarterly numbers remain essential reading for anyone tracking the direction of global technology.

FAQ

Frequently Asked Questions: Smartphone Shipments

As of the first quarter of 2026, around 290 million smartphones were shipped worldwide, according to IDC. Quarterly shipments typically range from roughly 280 million in the weaker quarters to over 330 million in the strong fourth quarter holiday period. The figure has come down from a peak of over 400 million in a single quarter around 2016.

Annual smartphone shipments peaked in 2016 at around 1.47 billion units. The strongest individual quarters, exceeding 400 million units, also came in the holiday periods of the mid 2010s. Since then, annual shipments have remained below that peak, fluctuating between roughly 1.17 and 1.4 billion units a year as the market matured.

Smartphone shipments have declined from their 2016 peak mainly because the market has saturated: most people who want a smartphone already own one, so growth depends on replacements rather than new buyers. Lengthening upgrade cycles, economic uncertainty and, most recently, a memory component shortage that raised prices have all weighed on shipments.

Global smartphone shipments were around 290 million units in the first quarter of 2026, a decline of roughly 4 percent year on year, according to IDC. This broke a streak of about ten consecutive quarters of growth dating back to mid 2023, and was driven largely by a global memory shortage that pushed up prices.

The fourth quarter is consistently the strongest for smartphone shipments, because it covers the holiday shopping season and the launch of new flagship phones, including Apple's latest iPhones. The second quarter is typically the weakest. This seasonal pattern means quarters should always be compared with the same quarter a year earlier rather than the previous quarter.

From the fourth quarter of 2009 through the end of 2025, the world shipped roughly 18.7 billion smartphones, with the total passing 19 billion in early 2026. That is more than two phones for every person on Earth, shipped in little more than fifteen years, underlining the smartphone's extraordinary global reach.

Samsung and Apple are the two largest smartphone vendors, regularly trading the top spot. In the first quarter of 2026, Samsung led with about 22 percent of shipments, ahead of Apple, with Xiaomi third. Apple tends to lead in the fourth quarter around new iPhone launches, while Samsung typically leads earlier in the year.

No. Unit shipments have fallen from their peak and remain below 2018 levels, but revenue has held up much better, recovering close to its earlier highs. This is because average selling prices have risen, so the industry sells fewer phones but generates nearly as much money, a trend known as premiumisation. Note that shipment and revenue data come from different sources.

Highly seasonal. The fourth quarter, covering the holidays and new flagship launches, is typically 20 to 25 percent stronger than the weakest quarter of the year. This seasonality is remarkably consistent year to year, which is why analysts focus on year on year comparisons for the same quarter rather than sequential quarter to quarter changes.

The figures are based on data from IDC, the industry standard smartphone tracker, in millions of units. Annual totals are well established and widely reported. Recent quarters use reported IDC figures, while



some earlier quarters in the long series are estimated from annual totals and seasonal patterns, so early quarterly values are indicative of the market's shape rather than exact counts.

Sources

[IDC - Worldwide Quarterly Mobile Phone Tracker](#) - Primary source for worldwide smartphone shipment figures and vendor market share.

IDC quarterly and annual smartphone shipment data (2009-2026) - Used for annual totals, recent quarterly shipments and vendor share.

Industry trackers and reports - Used for historical context and seasonal shipment patterns.

Shipment figures are based on IDC data, in millions of units. Annual totals are widely reported. Recent quarters use reported IDC figures; some earlier quarters in the long series are estimated from annual totals and seasonal patterns and are indicative. Q1 2026 is preliminary. The revenue comparison uses a separate source. Not investment advice.

STATISTICS REPORT

Tech companies in the United Kingdom: statistics & facts 2026

 Updated May 12, 2026 · businessstats.com/tech-companies-in-the-united-kingdom-uk

\$1T UK TECH SECTOR VALUE	100+ UK TECH UNICORNS	3M TECH EMPLOYEES UK
\$25–30B VC INVESTMENT 2025	\$45B REVOLUT — UK'S #1 STARTUP	#3 GLOBALLY BY TECH ECOSYSTEM

Sector Overview

UK Tech Industry — \$1 Trillion Ecosystem, Europe's Largest

The United Kingdom's technology sector is the **3rd largest in the world**, behind only the United States and China. With a total ecosystem value of approximately **\$1 trillion**, the UK has built a tech industry that generates approximately **£150 billion (\$190B) annually** — approximately 7.7% of total UK GDP. The sector employs approximately **3 million people directly**, representing about 9% of the total UK workforce, with average salaries approximately 40% above the national average at approximately **£55,000 per year**. The UK's position as a global tech leader is backed by world-class universities (Oxford, Cambridge, Imperial, UCL), deep capital markets, English language advantage, and a strong legal framework for intellectual property. The broader context of UK economic strength is tracked in our [global GDP analysis](#) and [financial markets report](#).

\$1TEcosystem Value £150BAnnual GDP Contribution 3MDirect Tech Jobs £55KAvg Tech Salary 7.7%Share of UK GDP #1In Europe

- **Global ranking:** #3 tech ecosystem globally (USA, China, UK) — ahead of Germany (#5), France (#6), India (#4)
- **European leadership:** UK has more unicorns, more VC investment, and more tech employment than any other European country
- **Digital economy:** UK digital economy worth approximately £150B/year — 7.7% of GDP

- **Tech exports:** UK tech services exports approximately £60B annually — a major driver of the UK's services trade surplus
- **R&D investment:** UK tech sector spends approximately £22B annually on R&D — among the highest R&D-to-revenue ratios globally
- **Government support:** UK AI Opportunities Action Plan (2025) committed £14B in private investment; National Quantum Strategy aims for 10% of global quantum market by 2033

UK Tech Investment Growth 2015–2025 Annual UK Tech VC & Growth Equity Investment — 2015 to 2025 (USD Billion) Dealroom · KPMG · Tech Nation · BusinessStats Research · April 2026 \$28B2025 Investment

Source: Dealroom · KPMG Venture Pulse · Tech Nation · BusinessStats Research · April 2026

Top Companies Ranked

Largest UK Tech Companies — Ranked by Valuation & Revenue 2026

The UK tech landscape spans publicly listed giants, private unicorns, and global subsidiaries. **ARM Holdings** — headquartered in Cambridge — is the UK's largest tech company by market capitalisation at approximately **\$100 billion+**, despite being listed on Nasdaq rather than the London Stock Exchange. Among truly private UK startups, **Revolut** leads at approximately **\$45 billion**, making it not just the UK's most valuable startup but one of the most valuable fintech companies globally. The global competitive context of these companies is tracked in our [global company valuations analysis](#).

Top UK Tech Companies — Valuation / Market Cap 2025/26 Click column to sort ↑

RANK	COMPANY	SECTOR	VALUATION / MKT CAP	STATUS	HQ	FOUNDED
1	ARM Holdings	Semiconductors/IP	~\$110B	Nasdaq (2023)	Cambridge	1990
2	Revolut	Fintech / Neo-bank	~\$45B	Private	London	2015
3	Checkout.com	Payments	~\$11B	Private	London	2012
4	Wise (TransferWise)	Fintech	~\$9B	LSE (2021)	London	2011
5	Snyk	Cybersecurity/DevOps	~\$7.4B	Private	London	2015

6	Sage Group	Enterprise Software	~£12B	LSE (FTSE 100)	Newcastle	1981
7	Octopus Energy	Energy Tech	~\$5B	Private	London	2016
8	Monzo	Fintech / Neo-bank	~\$5B	Private	London	2015
9	Darktrace	AI Cybersecurity	~£3B	LSE (2021)	Cambridge	2013
10	OakNorth	Fintech / Lending	~\$2.8B	Private	London	2015
11	Starling Bank	Fintech / Neo-bank	~\$3.3B	Private	London	2014
12	Graphcore	AI Chips	~\$2.77B	Private	Bristol	2016
13	Softcat	IT Infrastructure	~£3.5B	LSE	Marlow	1993
14	Wayve	Autonomous Vehicles/AI	~\$1B+	Private	London	2017
15	Kainos Group	Digital Services	~£1B	LSE	Belfast	1986
16	Cleo	AI Finance App	~\$1.6B	Private	London	2016
17	Computacenter	IT Services	~£3B	LSE	Hatfield	1981
18	Thought Machine	Banking Tech	~\$2.7B	Private	London	2014
19	Featurespace	AI / Fraud Detection	~\$1B	Private	Cambridge	2008
20	Zopa	Fintech / Banking	~\$1B	Private	London	2005

Top UK Tech Companies 2026 (BusinessStats Research): ARM Holdings ~\$110B (Nasdaq) · Revolut \$45B (UK's #1 startup) · Checkout.com \$11B · Wise \$9B (LSE) · Sage £12B (FTSE 100) · Snyk \$7.4B · Monzo \$5B · 100+ UK unicorns total · London accounts for ~85% of UK tech valuation. Source: Dealroom · Company reports · BusinessStats Research · April 2026.

Unicorns

UK Tech Unicorns — 100+ Companies Valued at \$1 Billion+

The United Kingdom has approximately **100–110 technology unicorns** — private companies valued at \$1 billion or more — making it the **3rd largest unicorn ecosystem globally** after the USA and China, and the largest in Europe by a significant margin. London alone accounts for approximately **85–90 of these**

unicorns. The fintech sector dominates, accounting for approximately **30% of all UK unicorns.** The concentration of UK unicorns in fintech reflects the combination of London's established financial services ecosystem, regulatory innovation (the FCA sandbox), and deep talent pools. The global unicorn and startup ecosystem is analyzed in our [global company valuations report](#) and consumer platform data in our [Amazon statistics](#).

UK Unicorns by Sector UK Tech Unicorns — Count by Sector (Total ~105 as of Early 2026) Dealroom · Beauhurst · Tech Nation · BusinessStats Research · April 2026 Key Insight Revolut: The UK's Most Valuable Startup at \$45 Billion — Bigger Than Most FTSE 100 Companies

Revolut — founded in London in 2015 by Nik Storonsky and Vlad Yatsenko — is the UK's most valuable private technology company at approximately **\$45 billion**, following its 2024 funding round. This valuation places Revolut above many established FTSE 100 companies by market capitalisation. Revolut has grown from a simple currency exchange card into a full financial super-app offering banking, cryptocurrency trading, stock investing, travel insurance, and business accounts. It serves approximately **50+ million customers** across 35+ countries. Despite its valuation, Revolut only received its full UK banking licence in July 2024 — a milestone years in the making. The global digital payments landscape that Revolut competes in is tracked in our [retail and payments analysis](#).

Key Sectors

UK Tech Sector Breakdown — Fintech, AI, Cybersecurity & More

The UK's technology ecosystem spans a diverse range of sub-sectors, with **fintech** the undisputed leader by investment and company count. **Artificial intelligence** is the fastest-growing sector by investment. **Cybersecurity** is a structural growth area driven by rising enterprise demand globally. The UK's **gaming industry** — birthplace of Grand Theft Auto, Tomb Raider, and Elite — remains the largest in Europe. The social media landscape that UK tech companies participate in and market through is tracked in our [social media statistics](#), [Instagram analysis](#), and [YouTube report](#).

UK Tech — VC Investment by Sector 2025 UK Tech VC Investment by Sector 2025 — Share of ~\$28B Total Dealroom · KPMG · Tech Nation · BusinessStats Research · April 2026

- **Fintech (~\$8–10B VC/year):** Revolut, Wise, Monzo, Starling, Checkout.com, OakNorth — UK is #2 globally after USA · £11B revenue · 76,000 employees



- **AI and ML (~\$6–8B):** DeepMind (Alphabet), Wayve, Stability AI, Graphcore, PolyAI, Cleo — UK has 3rd highest AI research output globally
- **Cybersecurity (~\$2–3B):** Darktrace, Snyk, Sophos, BAE Systems Applied Intelligence — global demand growing 15%/year
- **SaaS/Enterprise (~\$3B):** Sage (FTSE 100), Kainos, Temenos UK, Thought Machine — strong B2B software heritage
- **Gaming (~£3.4B revenue):** Rockstar (GTA), Codemasters (F1), Frontier (Planet Coaster), Jagex (RuneScape) — largest gaming industry in Europe
- **GreenTech/CleanTech (~\$3B+):** Octopus Energy (\$5B), Bulb, Ripple Energy — UK's fastest growing tech sector 2024/25
- **HealthTech (~\$2B):** Featurespace, Babylon Health, AI diagnostics companies — accelerated by NHS data partnerships

VC Investment

UK Tech Investment — \$25–30B Annual VC, Europe's Largest Market

The UK received approximately **\$25–30 billion in venture capital and growth equity** in 2025 — the **3rd largest VC market globally** after the USA and China, and the **largest in Europe**. The UK consistently attracts more VC investment than France and Germany combined. **London alone** accounts for approximately **70% of all UK tech investment**. Despite a global VC downturn in 2022–2023 (following the interest rate surge), UK tech investment has rebounded strongly in 2024–2025, driven by AI infrastructure deals and fintech growth rounds. The global investment landscape is analyzed in our [financial markets analysis](#).

Europe VC Comparison 2025 Annual Tech VC Investment — UK vs Major European Countries 2025 (USD Billion) Dealroom · KPMG Venture Pulse Q4 2025 · BusinessStats Research · April 2026

- **UK total VC 2025:** ~\$28B · 3rd globally · 1st in Europe · London 70% share
- **Largest UK deals 2025:** Wayve (\$1.05B, autonomous vehicles) · Abound (\$800M, lending AI) · Synthesia (\$90M, AI video) · multiple fintech growth rounds
- **Investor concentration:** SoftBank, Tiger Global, Sequoia Capital, Index Ventures, Accel are the most active UK tech investors

- **AI investment surge:** UK AI funding up ~300% since 2022 · government's £14B AI Action Plan adding to private capital
- **Late-stage dominance:** 60%+ of UK VC goes to Series B+ rounds — reflecting a mature ecosystem with fewer early-stage funding gaps

Tech Hubs

UK Tech Hubs — London and Beyond

While **London** dominates UK tech with approximately **70% of VC investment and 85% of unicorns**, the UK has a genuinely national tech ecosystem with significant clusters outside the capital. **Cambridge** is the global heartland of deep tech — ARM, Darktrace, Featurespace, and hundreds of University of Cambridge spinouts call it home. The UK's tech hub diversity, including cities like Manchester, Edinburgh, and Bristol, creates regional economic growth tracked alongside global trends in our [wealth and demographics analysis](#).

UK Tech Hubs — VC Investment 2025 UK Tech Investment by City/Hub 2025 — Share of Total UK Tech VC Dealroom · Tech Nation · BusinessStats Research · April 2026

- **London:** ~70% of UK VC · Silicon Roundabout (Old St/Shoreditch) · King's Cross tech campus (Google, Meta, DeepMind) · Canary Wharf fintech · 500,000+ tech workers
- **Cambridge:** ARM, Darktrace, Graphcore, Featurespace · "Silicon Fen" · University spinout capital of Europe · deep tech and semiconductors
- **Manchester:** Rapidly growing fintech and digital media hub · MediaCityUK (BBC, ITV, dock10) · ~100,000 tech workers
- **Edinburgh:** Strong in fintech, data science, and games · Rockstar North (GTA) · Skyscanner founded here · 50,000+ tech workers
- **Bristol:** Graphcore HQ · strong in aerospace tech, robotics, semiconductors · University of Bristol spinout ecosystem
- **Oxford:** Oxford Nanopore Technologies · BioTech and HealthTech cluster · University spinout pipeline
- **Belfast:** Kainos HQ · growing cybersecurity cluster · cost-effective tech talent vs London · fintech growing

UK Tech Investment & Ecosystem 2026 (BusinessStats Research · Dealroom): \$28B annual VC (Europe's #1) · London 70% share · Fintech largest sector (\$8–10B) · AI fastest growing (+300% since 2022) · 100+

unicorns · Cambridge deep tech hub · Manchester/Edinburgh growing hubs · Government £14B AI Action Plan. Source: Dealroom · KPMG · Tech Nation · April 2026.

Key Statistics

UK Tech Companies — Key Statistics & Facts 2026

\$1T UK Tech Ecosystem Value 3rd largest globally (USA, China, UK). Larger than Germany and France combined. £150B annual GDP contribution (7.7% of UK GDP). £60B+ tech services exports annually. 9% of UK workforce employed in tech. 100+ UK Tech Unicorns ~105 unicorns as of early 2026. 3rd globally after USA and China. Europe's most unicorns. London: ~85–90 unicorns. Fintech: ~30% of all UK unicorns. Notable: Revolut (\$45B), Checkout.com (\$11B), Wise (\$9B, now public), Snyk (\$7.4B). \$110B ARM Holdings — UK's Largest Tech Co. Cambridge-based semiconductor design firm. Designs in ~99% of smartphones globally. Re-listed on Nasdaq in September 2023. Founded 1990 as Acorn-Apple-VLSI joint venture. SoftBank acquired 2016 for \$32B. Now the world's most important chip design company. \$45B Revolut — UK's Most Valuable Startup \$45B valuation (2024 funding round). 50M+ customers, 35+ countries. Full UK banking licence received July 2024. Founded 2015. Products: banking, crypto, stocks, insurance, business accounts. CEO Nik Storonsky. London HQ. Largest fintech unicorn in Europe. \$28B Annual UK Tech VC Investment (2025) \$25–30B range annually. Europe's #1 VC market. More than France and Germany combined. London: ~70% of total. AI investment up ~300% since 2022. Largest single deals: Wayve (\$1.05B), Abound (\$800M). Government's £14B AI Action Plan adds to private capital. 3M UK Tech Workforce 3 million direct tech employees (~9% of UK workforce). Average salary: £55,000 (~40% above national average). 173,000 unfilled tech vacancies at any time. Tech employment grew 40% 2015–2025. London: ~35–40% of all UK tech employment. Top skills: software dev, data science, cybersecurity, AI/ML. £11B UK Fintech Revenue £11B annual fintech revenue. 76,000 fintech employees. Europe's #1 fintech hub. 40% of EU fintech transactions processed through London. More fintech unicorns than any other European country. FCA regulatory sandbox: 800+ firms tested since 2016. Top fintechs: Revolut, Wise, Checkout.com, Monzo, Starling. £3.7B UK AI Sector Annual Economic Contribution £3.7B direct AI contribution. Total AI-enabled industry: ~£20B. DeepMind (AlphaFold, Gemini) = world's leading AI lab. UK: 3rd globally by AI research output. Government committed £14B private AI investment (2025). Wayve (\$1B+ AV company), Graphcore (AI chips), PolyAI, Stability AI all UK-born. £3.4B UK Gaming Industry Revenue Largest gaming industry in Europe. 5th largest globally. 25,000 game development employees. Birthplace of GTA (Rockstar North, Edinburgh), Tomb Raider (Crystal Dynamics/UK), Elite (Cambridge). Active studios: Frontier Developments, Team17, Codemasters, Jagex (RuneScape). Gaming contributes

~£10B to UK GDP including indirect effects. #3UK Global Tech Ecosystem Rank Behind only USA (#1) and China (#2). Above India (#4), Germany (#5), France (#6). Strengths: deep talent pipeline (Cambridge/Oxford/Imperial/UCL), English language advantage, common law IP framework, FCA regulatory innovation, time zone bridge between US and Asia markets. 99%ARM's Share of Global Smartphone ChipsARM processor architectures used in ~99% of smartphones globally. Apple M-series chips, Qualcomm Snapdragon, Samsung Exynos — all ARM-based. ARM licenses its IP rather than manufacturing chips. Revenue model: design fees + royalties. Over 280 billion ARM-based chips shipped to date. Cambridge, UK HQ. £14B UK Government AI Investment Commitment (2025) Private sector AI investment commitments announced under UK AI Opportunities Action Plan 2025. Includes Microsoft (\$3B), Google, Amazon, and dozens of AI startups. Government also committed to 20 AI Growth Zones. National Quantum Strategy targeting 10% of global quantum market by 2033.

FAQ

Frequently Asked Questions — UK Tech Companies 2026

The UK technology sector is valued at approximately **\$1 trillion**, making it the **3rd largest tech ecosystem in the world** after the USA and China. The UK digital economy contributes approximately **£150 billion (~\$190B) to GDP annually** — about 7.7% of total UK GDP. The tech sector employs approximately **3 million people directly** and supports a further 2 million in adjacent roles. The UK has the largest tech sector in Europe, ahead of Germany and France.

The United Kingdom has approximately **100–110 technology unicorns** (private companies valued at \$1 billion+) as of early 2026, making it the **3rd largest unicorn ecosystem globally** after the USA and China, and the largest in Europe. London alone accounts for approximately 85–90 of these. Notable UK unicorns: **Revolut (\$45B)**, **Checkout.com (\$11B)**, **Snyk (\$7.4B)**, **Monzo (\$5B)**, **Octopus Energy (\$5B)**, **OakNorth (\$2.8B)**, **Thought Machine (\$2.7B)**, **Graphcore (\$2.77B)**.

ARM Holdings (Cambridge) is the UK's largest publicly traded technology company, with a market capitalisation of approximately **\$100–120 billion** after its Nasdaq re-listing in September 2023. ARM designs processor architectures used in approximately 99% of the world's smartphones. Among privately held companies, **Revolut** is the UK's most valuable tech startup at approximately **\$45 billion**. Among UK FTSE-listed companies by revenue, **Sage Group** (~£2.2B revenue, £12B market cap) leads among pure-play tech.

The UK received approximately **\$25–30 billion in venture capital and growth equity in 2025**, making it the **3rd largest VC market globally** after the USA and China, and the largest in Europe. London accounts for approximately **70% of UK tech VC**. The UK attracts more VC investment than France and Germany combined. Fintech is consistently the largest sector (~25–30% of total). The UK government's **£14B AI Action Plan** (2025) has additionally mobilised private capital.

Yes — London is widely recognised as **Europe's leading technology hub** by every major metric: most unicorns, most VC investment, most tech IPOs, most major tech company offices, highest concentration of AI researchers, and the continent's largest fintech cluster. Key London tech districts: **Silicon Roundabout** (Old Street/Shoreditch), **King's Cross tech campus** (Google, Meta, DeepMind, YouTube), **Canary Wharf fintech corridor**, and the **South Bank**. London employs approximately 500,000+ tech workers.

Largest UK tech sectors by VC investment and economic contribution: **Fintech (~\$8–10B VC/year)** — Revolut, Wise, Monzo, Starling; **AI/ML (~\$6–8B)** — DeepMind, Wayve, Graphcore, Stability AI; **Cybersecurity (~\$2–3B)** — Darktrace, Snyk, Sophos; **SaaS/Enterprise (~\$3B)** — Sage, Kainos; **Gaming (~£3.4B revenue)** — Rockstar, Codemasters, Frontier; **GreenTech (~\$3B+)** — Octopus Energy; **HealthTech (~\$2B)**. AI is the fastest-growing sector (+300% since 2022).

The UK fintech sector generated approximately **£11 billion in revenue in 2025** and employs approximately **76,000 people**. The UK has the **largest fintech sector in Europe** and 2nd largest globally after the USA. London processes approximately **40% of all European fintech transactions**. Major UK fintechs: **Revolut (\$45B)**, **Wise (\$9B, public)**, **Checkout.com (\$11B)**, **Monzo (\$5B)**, **Starling Bank (\$3.3B)**, **OakNorth (\$2.8B)**. The FCA's regulatory sandbox (launched 2016) has tested 800+ fintech firms and is widely credited with making the UK fintech-friendly.

The UK tech sector employs approximately **3 million people directly** — approximately 9% of the total UK workforce. London accounts for approximately 35–40% of UK tech employment (~500,000+ workers). The average tech salary is approximately **£55,000** — about 40% above the UK national average. Tech employment grew approximately **40% between 2015 and 2025**. The UK faces a significant skills shortage with approximately **173,000 unfilled tech vacancies** at any given time. Top in-demand skills: software development, data science, cybersecurity, cloud architecture, and AI/ML engineering.

ARM Holdings is a Cambridge-based company that designs **processor architectures** licensed to chipmakers worldwide. ARM's designs are used in approximately **99% of smartphones globally** — including Apple iPhones (A-series, M-series), Samsung Galaxy (Exynos), and all Qualcomm Snapdragon devices. ARM was founded in 1990, acquired by SoftBank in 2016 for \$32 billion, and re-listed on Nasdaq in

September 2023, now valued at approximately **\$100–120 billion**. ARM is considered the most strategically important technology company in the UK and a cornerstone of the global semiconductor industry.

DeepMind is a London-based AI research company founded in 2010 and acquired by Google (Alphabet) in 2014 for approximately **\$500 million**. Major achievements: **AlphaGo** (2016, first AI to beat a world Go champion); **AlphaFold** (2020/21, solved the 50-year protein folding problem, described as the decade's biggest scientific breakthrough); **AlphaZero** (mastered chess, shogi, Go from scratch); co-developed **Gemini AI models** with Google Brain. DeepMind employs over **3,000 researchers**, with headquarters at **King's Cross, London**. It is widely considered the world's leading AI research organisation.

The UK AI sector contributes approximately **£3.7 billion to the UK economy directly**, with the broader AI-enabled industry worth approximately **£20 billion**. The UK has the **3rd highest AI research output globally**. The UK Government's AI Opportunities Action Plan (2025) mobilised **£14 billion in private AI investment commitments**. Key UK AI companies: **DeepMind** (Alphabet, London), **Wayve** (autonomous driving, \$1B+), **Graphcore** (AI chips, \$2.77B), **Stability AI** (generative AI), **PolyAI** (voice AI), and numerous AI-first startups. AI investment grew ~300% since 2022.

Brexit has had mixed effects. **Negative impacts:** reduced access to EU tech talent (EU workers now require visas); some companies relocated EU HQs to Amsterdam, Dublin, or Paris; initial loss of Horizon Europe funding (UK re-joined in 2024); and increased operational complexity for UK-EU tech businesses. **Positive aspects:** UK retained regulatory flexibility — particularly in AI, crypto, and financial services; the **Global Talent Visa** attracted international tech talent; and London has maintained its #1 European tech hub position throughout. Overall, UK tech has continued to grow strongly post-Brexit, though talent recruitment costs have increased.

Major UK tech companies on public markets: **ARM Holdings** (Nasdaq, ~\$110B); **Sage Group** (LSE/FTSE 100, ~£12B, accounting software); **Wise** (LSE, ~£9B, fintech); **Darktrace** (LSE, ~£3B, AI cybersecurity); **Softcat** (LSE, ~£3.5B, IT infrastructure); **Computacenter** (LSE, ~£3B, IT services); **Kainos** (LSE, ~£1B, digital services); **Bytes Technology** (LSE, ~£1.5B). Notably, many UK tech successes list in New York rather than London due to higher valuation multiples — a structural challenge for the LSE.

Fastest growing UK tech sectors 2025/26: **Generative AI** — investment up ~300% since 2022; **GreenTech/CleanTech** — £3B+ invested in 2025; **Cybersecurity** — growing 15% annually; **Quantum computing** — UK has Europe's largest quantum programme; **Space tech** — UK targets 10% of global space market by 2030; **Defence tech** — increased NATO spending driving demand; **HealthTech** — AI diagnostics, drug discovery; **Autonomous vehicles** — Wayve (\$1B+ from NVIDIA, SoftBank) leading

globally in urban AV AI.

The UK video games industry generated approximately **£3.4 billion in revenue in 2025** — the **largest in Europe** and 5th globally. Approximately **25,000 people** work in UK game development. Major UK game studios: **Rockstar North** (Edinburgh, GTA series), **Codemasters** (Warwickshire, F1 series), **Frontier Developments** (Cambridge), **Team17** (Wakefield), **Jagex** (Cambridge, RuneScape). The UK created some of gaming's most iconic franchises: Grand Theft Auto, Tomb Raider, Wipeout, Elite, and Lara Croft all originated in the UK. Total gaming economic contribution including indirect effects: approximately **£10 billion**.

Data Sources & References

Primary: [Dealroom — UK Tech Ecosystem Report 2025 · Company valuations, VC investment, unicorn counts, sector breakdowns](#)

Primary: [KPMG Venture Pulse Q4 2025 — UK and European VC investment data, deal counts, sector analysis](#)

Supporting: [Tech Nation — UK Tech Ecosystem Report · Employment, hubs, skills, diversity, and growth data](#)

Supporting: [UK Government — AI Opportunities Action Plan 2025 · £14B investment commitments, AI Growth Zones, policy framework](#)

Company valuation data from Dealroom, Beauhurst, and company press releases as of Q1 2026. ARM Holdings market capitalisation from Nasdaq; all others from most recent funding round valuations. UK tech sector GDP contribution from DCMS Digital Economy Report. Employment data from Tech Nation and ONS. VC investment data from Dealroom and KPMG Venture Pulse Q4 2025. Unicorn count from Dealroom database. All USD values converted at approximate 2025 average GBP/USD rate (~1.27). Some 2025 and 2026 figures represent BusinessStats Research estimates based on extrapolated trends where final data is not yet published.



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