

Apple India shipments grew 25% in March 2025

Apple's iPhone supplies in India grew 25 per cent year-on-year (Y-o-Y) in the March quarter with an 8 per cent market share, a CyberMedia Research report (CMR) said on Monday. Chinese smartphone company Vivo led the overall smartphone market in India with a 20 per cent share, followed by Korean smartphone major Samsung (18 per cent) in January-March 2025. Xiaomi was at the third place with a 13 per cent market share.

Its share declined 37 per cent Y-o-Y — the sharpest among the top five, reflecting challenges in both affordable and value-for-money smartphone portfolios, the report said.