

SMARTPHONE SHIPMENTS DECLINE 10% YoY IN 2022

THE INDIA SMARTPHONE MARKET ENDED 2022 WITH THE LOWEST NUMBER OF SHIPMENTS

SINCE 2019, falling to 144 million, a 10 per cent year-on-year (YoY) decline. Shipments in the fourth quarter (Q4) of 2022 saw a 27 per cent YoY decline to 30 million units, according to the International Data Corporation's quarterly mobile phone tracker report.

Despite multiple price discounts and channel schemes, high inventory levels after Diwali restricted new shipments.

Dwindling consumer demand due to high inflation remained a challenge throughout the year despite the improved supply situation. The average selling price (ASP) hit a record \$224, rising 18 per cent YoY in 2022.



COMPILED BY ARYAMAN GUPTA

LOST SIGNAL

Company	2022 shipments (in mn)	2022 market share (%)	2021 shipments (in mn)	YoY unit change (%)
Xiaomi	30.3	21.00	40.4	-25.00
Samsung	26.1	18.10	27.9	-6.60
Vivo	22.9	15.90	25.1	-8.70
Realme	20.9	14.50	24.2	-13.50
Oppo	17.1	11.90	17.8	-4.00
Others	27	18.60	25.3	6.70
Total	144.3	100	160.7	-10.20

Company	Q422 shipments (in mn)	Q422 market share (%)	Q421 shipments (in mn)	YoY unit change (%)
Xiaomi	5.5	18.60	8.9	-38.30
Samsung	5.4	18.40	7	-22.60
vivo	5.2	17.60	5.6	-7.00
OPPO	4.2	14.20	4.1	1.20
realme	2.7	9.00	7.6	-65.00
Others	6.6	22.20	7.4	-10
Total	29.6	100	40.6	-27.20

Source: IDC