

SMARTPHONE SHIPMENTS IN MAR QTR FALL 19%, HIT RECORD LOW

India's smartphone shipments declined 19 per cent year-on-year (YoY) in the first quarter of calendar year 2023 (January-March) to reach over 31 million units, according to a report by Counterpoint Research. This was the highest ever Q1 decline seen by the country's smartphone market, besides being the third consecutive quarterly decline. Sluggish demand, high inventory build-up carried over from 2022, growing consumer preference for refurbished phones and pessimistic channel view of the market contributed to this decline, the report said.

"We are observing a change in consumer behaviour – demand is concentrated around promotional periods," said Shilpi Jain, senior research analyst at Counterpoint.

"Channel players are focussing on getting rid of existing inventory instead of creating a fresh inventory of new models."

ARYAMAN GUPTA

43% 5G smart phones' contribution to total shipments

20% share of Samsung, which leads the smartphone market for the second consecutive quarter. It was also the top 5G brand

► Vivo captured the second spot, becoming the leading brand in the affordable premium segment (₹30,000-₹45,000)

STEEP FALL

SMARTPHONE MARKET SHIPMENT GROWTH RATE

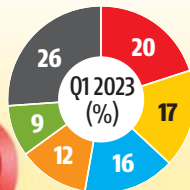
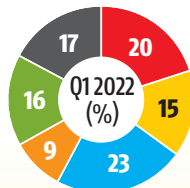
(YoY) by price band (Q1 CY23)

Price band	Growth/decline (%)
>₹45,000	66
₹30,000-45,000	60
₹20,000-30,000	-33
₹10,000-20,000	-34
<₹10,000	-9

SMARTPHONE MARKET SHIPMENT SHARE (Q1 2023 vs Q1 2022)

Company

- Samsung
- Vivo
- Xiaomi
- Oppo
- Realme
- Others



Source: Counterpoint Research