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Smartphone Shipments Declined in the Fourth Quarter But 2021 Was a Growth Year with a 5.7% Increase in Shipments, According to IDC

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NEEDHAM, Mass., January 27, 2021 – Worldwide smartphone shipments rose 5.7% year-over-year in the fourth quarter of 2021 (4Q21) marking the second straight quarter of growth. Despite a challenging second half of the year, full-year shipments were up 5.7% from 2020, a strong first half. According to preliminary data from the International Data Corporation's [Worldwide Quarterly Mobile Phone Tracker](#), smartphone vendors shipped 1.1 billion smartphones during the holiday quarter (4Q21), which was down 3.2% year-over-year, but better than IDC's forecast. On an annual basis, the market grew 5.7% in 2021, with 4.3 billion smartphones shipped.

PC, Peripherals, and
Smartphone Markets

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"There's no question the second half of 2021 failed to meet expectations, down 4.5% compared to the second half of 2020," said [Ryan Reith](#), group vice president of [Worldwide Mobile Device Trackers](#). "As we mentioned last quarter, the component shortages started to have meaningful impact on the smartphone market in the second half of the year, and this continues to be the case as we enter 2022. We expect to see supply and logistical challenges continue throughout the year, but we currently believe we'll return to growth in the second quarter of 2022. There is no question that demand is still strong in many markets and we are seeing increasing consumer interest in 5G and new form factors like foldables."

Despite a slight year-over-year decline in shipments, Apple had an impressive quarter once again jumping above Samsung into the top spot. Its strength in smartphones was more than ever in 4Q21. iPhone 13 SKUs were an impressive portion of the quarter driving strong growth in overall iPhone average selling prices. Samsung followed with the second and third spots and it's worth noting these were two of the top 5 that grew shipments year over year in 4Q21. OPPO and vivo also grew. For the full year, all five vendors grew shipments year over year with foldables showing double-digit growth. While Xiaomi had the highest annual growth reaching 21.1%, it had the lowest, just 6.0% growth in 2021. This contrast clearly illustrates the impact of the most from the massive decline of Huawei this year. Apple too had a strong quarter, up 15.9% in 2021 for reasons already mentioned as well as due to the supply chain issues in 2021.

"The fact that 2021 would have come in drastically higher if it were not for the supply chain issues adds even more positivity to the healthy 5.7% growth we saw for 2021," said [Ryan Reith](#), research director with IDC's [Mobility and Consumer Device Trackers](#). "The fact that there is significant pent-up demand in almost all regions. Even in China, despite some challenges around weakening consumer demand, the market performed better in the fourth quarter than expected, 5% better to be exact, albeit still a year-over-year decline."

middle of the year, IDC expects this pent-up demand to drive the market in 2022."

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year Growth, Q4 2021 (Preliminary results, shipments in millions of units)

Company	4Q21 Shipment Volumes	4Q21 Market Share	4Q20 Shipment Volumes	4Q20 Market Share
1. Apple	84.9	23.4%	87.5	23.4%
2. Samsung	68.9	19.0%	63.7	17.0%
3. Xiaomi	45.0	12.4%	43.3	11.6%
4. OPPO	30.1	8.3%	33.8	9.0%
5. vivo	28.3	7.8%	31.8	8.5%
Others	105.2	29.0%	114.2	30.5%
Total	362.4	100.0%	374.3	100.0%

Source: IDC Quarterly Mobile Phone Tracker, January 27, 2022

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year Growth, Q4 2021

Company	2021 Shipment Volumes	2021 Market Share	2020 Shipment Volumes	2020 Market Share
1. Samsung	272.0	20.1%	256.6	20.0%
2. Apple	235.7	17.4%	203.4	15.9%
3. Xiaomi	191.0	14.1%	147.8	11.5%
4. OPPO	133.5	9.9%	111.2	8.7%
5. vivo	128.3	9.5%	111.7	8.7%
Others	394.3	29.1%	450.5	35.2%
Total	1354.8	100.0%	1281.2	100.0%

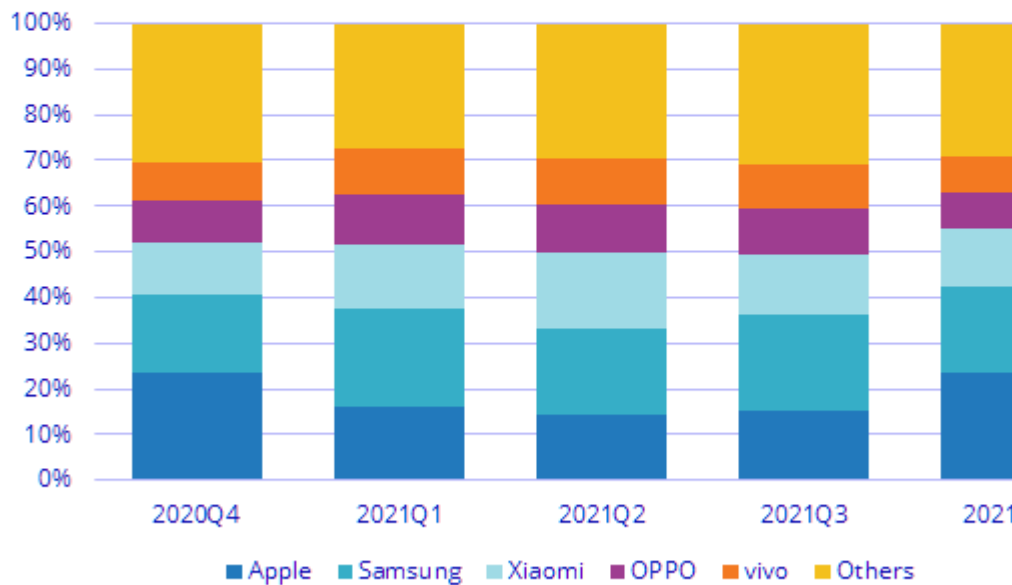
Source: IDC Quarterly Mobile Phone Tracker, January 27, 2022

Notes:

- Data are preliminary and subject to change.
- Company shipments are branded device shipments and exclude OEM shipments.
- The "Company" represents the current parent company (or holding company) and includes all subsidiaries owned and operated as a subsidiary.
- Figures represent new shipments only and exclude refurbished units.



Worldwide Top 5 Mobile Phone Companies, 2021Q4 Unit Market Share



Source: IDC 2022

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