

Gartner: Huawei Beats Apple on Smartphone Front

Written by Marco Attard
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Gartner reports a smartphone market first-- Huawei beats Apple in terms of sales on Q2 2018, making it to 2nd place by selling 49.8 million handsets to end users in the quarter.

Table 1

Worldwide Top 5 Smartphone Sales to End Users by Vendor in 2Q18 (Thousands of Units)

Vendor	2Q18 Units	2Q18 Market Share (%)	2Q17 Units	2Q17 Market Share (%)
Samsung	72,336.4	19.3	82,855.3	22.6
Huawei	49,846.5	13.3	35,964.3	9.8
Apple	44,715.1	11.9	44,314.8	12.1
Xiaomi	32,825.5	8.8	21,178.5	5.8
OPPO	28,511.1	7.6	26,092.5	7.1
Others	146,096.1	39.0	156,190.8	42.6
Total	374,330.6	100.0	366,596.1	100.0

Source: Gartner (August 2018)

"Huawei's smartphone sales grew 38.6% Y-o-Y in Q2 2018. Huawei continues to bring innovative features into its smartphones and expand its smartphone portfolio to cover larger consumer segments," the analyst says. "Its investment into channels, brand building and positioning of the Honor devices helped drive sales. Huawei is shipping its Honor smartphones into 70 markets worldwide and is emerging as Huawei's key growth driver."

In comparison, Apple sales remain essentially flat (0.9% Y-o-Y growth) in Q2 2018, as the company failed to increase the value of the current-generation iPhones. Gartner also points out iPhone X demand slowed down "much earlier" than that of other iPhone models, while stiffening competition from Chinese vendors and greater consumer expectations put "immense" pressure on Apple to deliver enhanced value with the premium iPhones.

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As one might expect, Samsung leads in Q2 2018 smartphone sales with 72.3m units. In 4th place is Xiaomi, whose focus on portfolio expansion and a unified retail model bringing together offline and online retail leads to sales reaching 32.8m units. Closing off the top 5 is another Chinese vendor, Oppo, with sales reaching 28.5m.

In OS terms, Android holds 88% of the Q2 2018 market, followed by iOS with 11.9%.

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