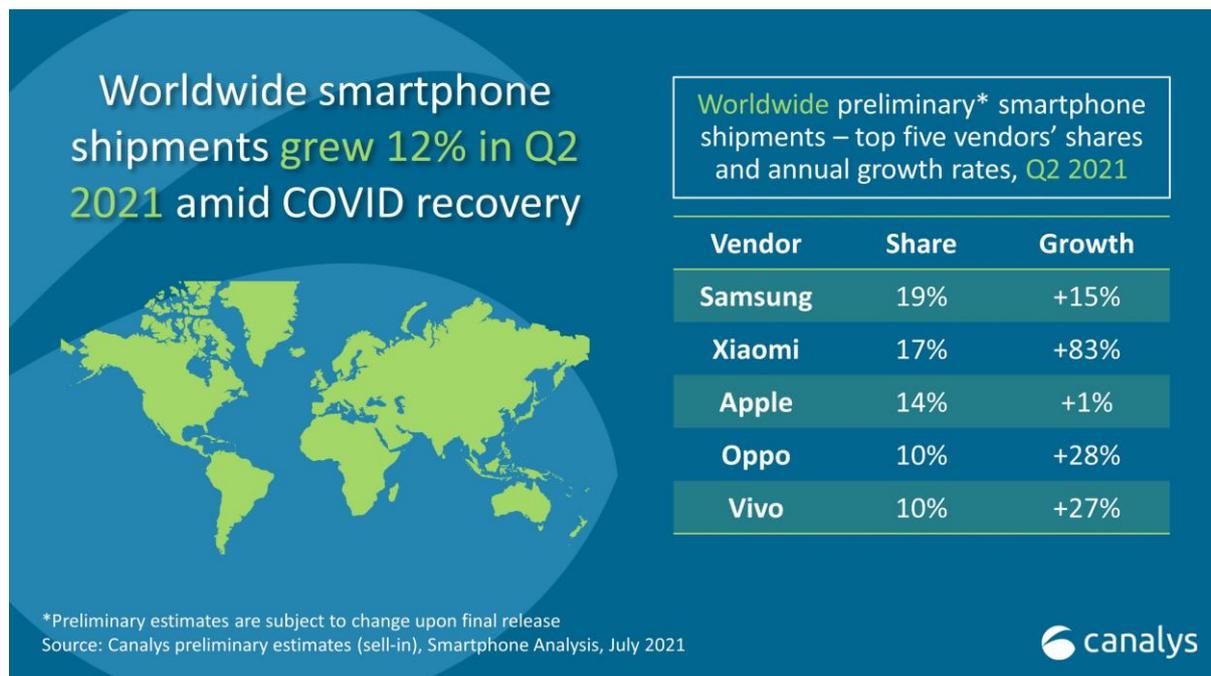


# Xiaomi becomes number two smartphone vendor for first time ever in Q2 2021

Shanghai (China), Bengaluru (India), Singapore, Reading (UK) and Portland (US) – Thursday, 15 July 2021

In Q2 2021, global smartphone shipments increased 12%, as vaccines rolled out around the world, and the new normal for economies and citizens started to take shape. Samsung was the leading vendor with a 19% share of smartphones shipped. Xiaomi took second place for the first time ever, with a 17% share. Apple was third, with 14%, while Vivo and Oppo maintained strong growth momentum to complete the top five.



“Xiaomi is growing its overseas business rapidly,” said Canalys Research Manager Ben Stanton. “For example, its shipments increased more than 300% in Latin America, 150% Africa and 50% in Western Europe. And as it grows, it evolves. It is now transforming its business model from challenger to incumbent, with initiatives such as channel partner consolidation and more careful management of older stock in the open market. It is still largely skewed toward the mass market, however, and compared with Samsung and Apple, its average selling price is around 40% and 75%

cheaper respectively. So a major priority for Xiaomi this year is to grow sales of its high-end devices, such as the Mi 11 Ultra. But it will be a tough battle, with Oppo and Vivo sharing the same objective, and both willing to spend big on above-the-line marketing to build their brands in a way that Xiaomi is not. All vendors are fighting hard to secure component supply amid global shortages, but Xiaomi already has its sights set on the next prize: displacing Samsung to become the world's largest vendor."

---

**Worldwide smartphone shipments and growth**  
**Canalys Preliminary\* Smartphone Market Pulse: Q2 2021**

Vendor	Q2 2021 shipments (% share)	Annual growth
Samsung	19%	+15%
Xiaomi	17%	+83%
Apple	14%	+1%
Oppo	10%	+28%
Vivo	10%	+27%



Note: percentages may not add up to 100% due to rounding  
Source: Canalys estimates (sell-in shipments), Smartphone Analysis, July 2021

---

\*Preliminary estimates are subject to change upon final release.

For more information, please contact:

**Canalys UK**

Ben Stanton: [ben\\_stanton@canalys.com](mailto:ben_stanton@canalys.com) +44 7824 114 350

Runar Bjørhovde: [runar\\_bjorhovde@canalys.com](mailto:runar_bjorhovde@canalys.com) +44 7787 290 115

**Canalys China**

Nicole Peng: [nicole\\_peng@canalys.com](mailto:nicole_peng@canalys.com) +86 150 2186 8330

Amber Liu: [amber\\_liu@canalys.com](mailto:amber_liu@canalys.com) +86 136 2177 7745

**Canalys India**

Rushabh Doshi: [rushabh\\_doshi@canalys.com](mailto:rushabh_doshi@canalys.com) +91 99728 54174

Sanyam Chaurasia: [sanyam\\_chaurasia@canalys.com](mailto:sanyam_chaurasia@canalys.com) +91 89820 33054

**Canalys Singapore**

Shengtao Jin: [shengtao\\_jin@canalys.com](mailto:shengtao_jin@canalys.com) +65 6657 9303

Le Xuan Chiew: [lexuan\\_chiew@canalys.com](mailto:lexuan_chiew@canalys.com) +65 9655 6264

**Canalys USA**

Brian Lynch: [brian\\_lynch@canalys.com](mailto:brian_lynch@canalys.com) +1 650 927 5489

Marcy Ryan: [marcy\\_ryan@canalys.com](mailto:marcy_ryan@canalys.com) +1 650 862 4299

**About Canalys**

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

**Receiving updates**

To receive media alerts directly, or for more information about our events, services or custom research and consulting capabilities, please [contact us](#) or email [press@canalys.com](mailto:press@canalys.com).

[Please click here to unsubscribe](#)

---

Copyright © Canalys 2021. All rights reserved.

---