

Canalys: Huawei trumps Samsung for first time in worldwide smartphone market in Q2 2020

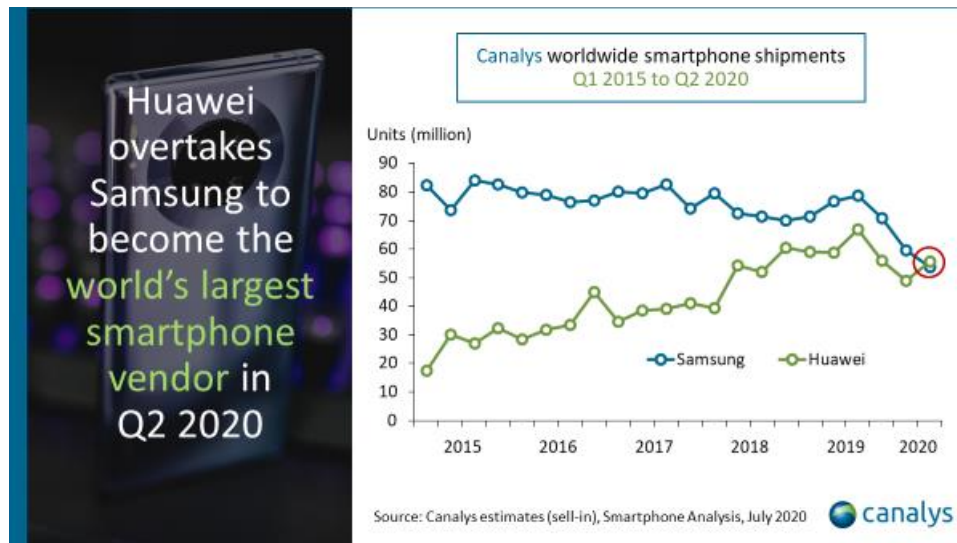
Shanghai (China), Bengaluru (India), Singapore, Reading (UK) and Portland (US) – Thursday, 30 July 2020

Huawei shipped more smartphones worldwide than any other vendor for the first time in Q2 2020. It marks the first quarter in nine years that a company other than Samsung or Apple has led the market. Huawei shipped 55.8 million devices, down 5% year on year. But second-placed Samsung shipped 53.7 million smartphones, a 30% fall against Q2 2019.

Huawei is still subject to US government restrictions, which have stifled its business outside of mainland China. Its overseas shipments fell 27% in Q2. But it has grown to dominate its domestic market, boosting its Chinese shipments by 8% in Q2, and it now sells over 70% of its smartphones in mainland China. China has emerged strongest from the coronavirus pandemic, with factories reopened, economic development continuing and tight controls on new outbreaks.

“This is a remarkable result that few people would have predicted a year ago,” said Canalys Senior Analyst Ben Stanton. “If it wasn’t for COVID-19, it wouldn’t have happened. Huawei has taken full advantage of the Chinese economic recovery to reignite its smartphone business. Samsung has a very small presence in China, with less than 1% market share, and has seen its core markets, such as Brazil, India, the United States and Europe, ravaged by outbreaks and subsequent lockdowns.”

“Taking first place is very important for Huawei,” said Canalys Analyst Mo Jia. “It is desperate to showcase its brand strength to domestic consumers, component suppliers and developers. It needs to convince them to invest, and will broadcast the message of its success far and wide in the coming months. But it will be hard for Huawei to maintain its lead in the long term. Its major channel partners in key regions, such as Europe, are increasingly wary of ranging Huawei devices, taking on fewer models, and bringing in new brands to reduce risk. Strength in China alone will not be enough to sustain Huawei at the top once the global economy starts to recover.”



For more information, please contact:

Canalys China

Nicole Peng: nicole_peng@canalys.com +86 150 2186 8330

Louis Liu: louis_liu@canalys.com +86 136 2177 7745

Canalys India

Rushabh Doshi: rushabh_doshi@canalys.com +91 99728 54174

Adwait Mardikar: adwait_mardikar@canalys.com +91 96651 38668

Canalys Singapore

Shengtao Jin: shengtao_jin@canalys.com +65 6657 9303

Matthew Xie: matthew_xie@canalys.com +65 8319 8343

Canalys UK

Ben Stanton: ben_stanton@canalys.com +44 7824 114 350

Mo Jia: mo_jia@canalys.com +33 785 683 766

Canalys USA

Vincent Thielke: vincent_thielke@canalys.com +1 650 644 9970

Marcy Ryan: marcy_ryan@canalys.com +1 650 862 4299

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