

## Gartner: Smartphone Sales Stall in Q4 2018

Written by Alice Marshall  
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According to Gartner, global Q4 2018 smartphone sales total 408.4 million units-- essentially flat results showing all of 0.1% Y-o-Y growth, with Apple recording the worst quarterly decline since Q1 2016.

**Table 1**

**Worldwide Smartphone Sales to End Users by Vendor in 4Q18 (Thousands of Units)**

<b>Vendor</b>	<b>4Q18 Units</b>	<b>4Q18 Market Share (%)</b>	<b>4Q17 Units</b>	<b>4Q17 Market Share (%)</b>
Samsung	70,782.5	17.3	74,026.6	18.2
Apple	64,527.8	15.8	73,175.2	17.9
Huawei	60,409.8	14.8	43,887.0	10.8
OPPO	31,589.9	7.7	25,660.1	6.3
Xiaomi	27,843.6	6.8	28,187.8	6.9
Others	153,205.0	37.5	162,908.8	39.9
<b>Total</b>	<b>408,358.5</b>	<b>100.0</b>	<b>407,845.4</b>	<b>100.0</b>

Due to rounding, numbers may not add up precisely to the totals shown

Source: Gartner (February 2019)

“Demand for entry-level and midprice smartphones remained strong across markets, but demand for high-end smartphones continued to slow in the fourth quarter of 2018,” the analyst remarks. “Slowing incremental innovation at the high end, coupled with price increases, deterred replacement decisions for high-end smartphones. This led to a flat-growth market in Q4 2018.”

iPhone sales hit 64.5m units in Q4 2018, a decline of -11.8% Y-o-Y. The double-digit decline is the biggest in the quarter among the top 5 smartphone vendors, as iPhone sales are down in all regions except N. America and mature Asia/Pacific. For 2018 as a whole, iPhone sales are down by -2.7%, reaching just over 209m, as Apple deals with buyers delaying upgrades while

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facing compelling high- and mid-price smartphone alternatives from Chinese vendors.

At the high end, Samsung smartphones such as the Galaxy S9, S9+ and Note9 struggle to drive Q4 2018 growth, leading to -4.4% Y-o-Y sales declines for the S. Korean giant and market share loss in W. Europe, Greater China and L. America. Overall 2018 Samsung sales are down by -8.2%. Meanwhile Xiaomi and Huawei continue to grab more market share from the midtier. Huawei Q4 2018 sales reach over 60m units, with the strongest growth among the top 5 vendors of 37.6% Y-o-Y.

**Table 2**

### **Worldwide Smartphone Sales to End Users by Vendor in 2018 (Thousands of Units)**

<b>Vendor</b>	<b>2018 Units</b>	<b>2018 Market Share (%)</b>	<b>2017 Units</b>	<b>2017 Market Share (%)</b>
Samsung	295,043.7	19.0	321,263.3	20.9
Apple	209,048.4	13.4	214,924.4	14.0
Huawei	202,901.4	13.0	150,534.3	9.8
Xiaomi	122,387.0	7.9	88,926.8	5.8
OPPO	118,837.5	7.6	112,124.0	7.3
Others	607,049.0	39.0	648,762.7	42.2
<b>Total</b>	<b>1,555,267.0</b>	<b>100.0</b>	<b>1,536,535.5</b>	<b>100.0</b>

Due to rounding, numbers may not add up precisely to the totals shown

Source: Gartner (February 2019)

In 2018 as a whole, global smartphone sales are up by 1.2% to 1.6 billion units. N. America, mature Asia/Pacific and Greater China record the worst declines of the year, at 6.8%, 3.4% and 3% respectively. Gartner says smartphone demand in mature markets depends on the appeal of flagship smartphones from the top 3 brands-- namely Samsung, Apple and Huawei-- and the 2 biggest vendors recorded declines in 2018.

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