

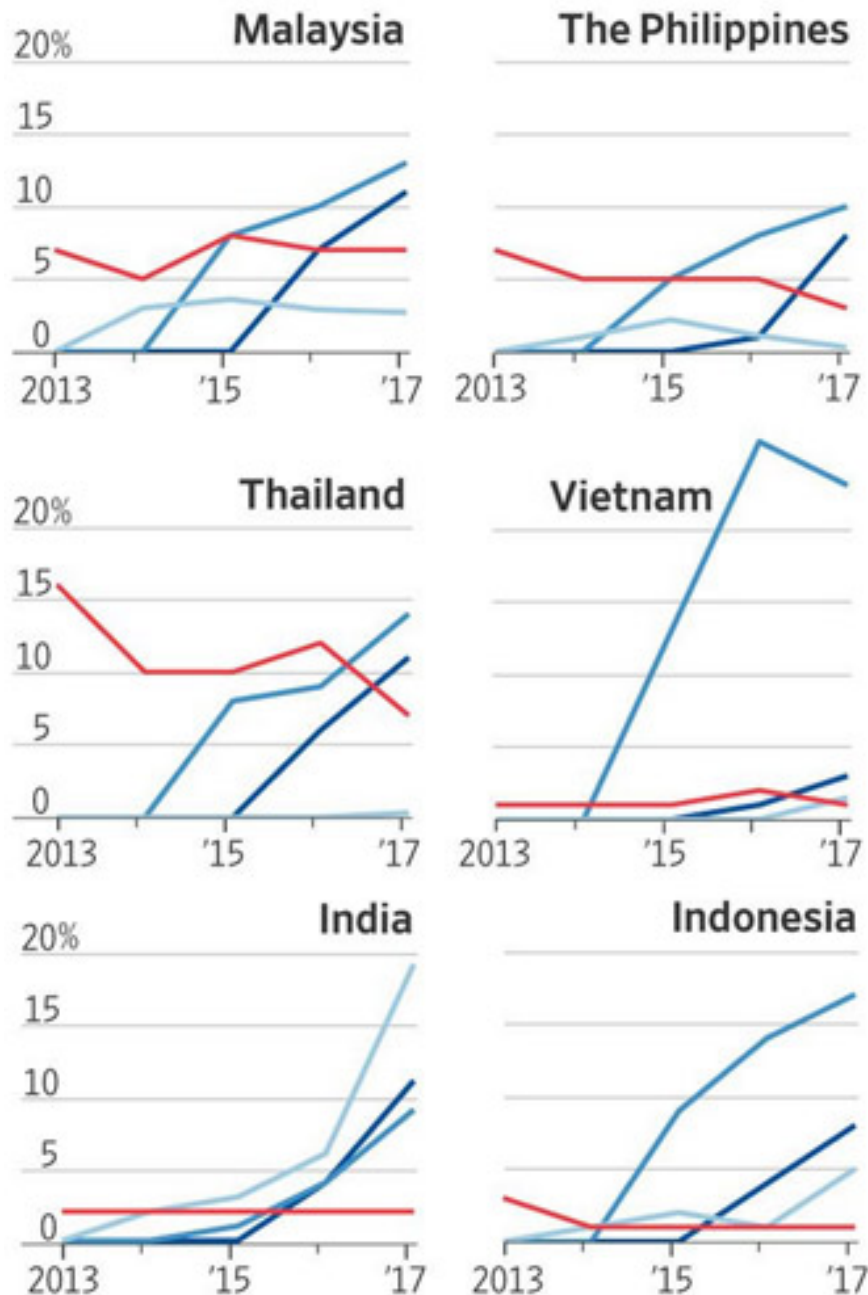
# Apple's growth is stalling in the Asian smartphone market

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In Asia, there is a huge competition from smart phone brands like Xiaomi, OnePlus, Vivo and Oppo and this forces LG to leave the Chinese smartphone market. Most Chinese Android phones in the high-end segment have relatively low prices.

Over the years, Chinese phone companies have conquered more users, so the belief that cheap Chinese smartphones use low quality components is gradually becoming obsolete. The common point of smartphones from China are powerful self-fie cameras and large battery capacity, which has not been found on iPhone. These companies clearly slowed down Apple's growth in the region.



In Asian countries like India and Indonesia, the majority of the population looking for smartphones costs less than \$ 300, and of course, no new iPhone is in that price range. The only iPhone that can be purchased is probably a 2-year-old 4-inch iPhone SE.

In China, Apple's market share fell 5% within 5 years (from 13% in 2013 to 8% in 2018). In the second largest smartphone market in the world, India, Apple only has an improved 2% market share. In contrast, companies like Xiaomi have gained 16% of the Indian smartphone market share within two years (from 3% in 2015 to 19% in 2017). With the iPhone's price and the psychology of the majority of users in the region, Apple seems unable to compete with brands from China.

Currently, Chinese brands like Xiaomi, OPPO, and Vivo are holding top positions in India, Indonesia and some of their products have features that are not available to iPhone users.

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