

Opposed by Oppo, Apple dropped to fourth place on the list of the world's largest smartphone manufacturers

Only in the second quarter of 2019, among the top 5 smartphone providers in the world, only Apple has a negative growth.

iPhone sales fell 15% compared to the same period last year with 35.3 million units shipped, Apple was pushed down by Oppo to fourth place in the global smartphone market, in the second quarter of 2019.

Only in the second quarter of 2019, in the top five leading smartphone providers, only Apple has a negative growth, with -15% compared to the same period last year and -19% compared to the previous quarter, according to the number. Data of IHS Market. Meanwhile, the growth of Oppo, the phone company has just overtaken Apple, up 13 and 43% respectively.



According to analysts Jusy Hong and Gerrit Schneemann of IHS Markit, it is too high a price that is the main reason why iPhone sales are not up to expectations. Meanwhile, old models (2, 3 years old) are not really attractive. According to the predictions of these two experts, in the next quarter iPhone sales will continue to decline.

Leading the list of 10 largest phone manufacturers in the world is still Samsung with 75.1 million units shipped in the second quarter of 2019, up 6% over the same period in 2018. Huawei continues to assert itself when staying strong in second place on the list, reaching an 8% increase with 58.7 million shipped.

Rank	OEM	Q2'19		Q1'19		Q2'18		QoQ	YoY
		Shipment	M/S	Shipment	M/S	Shipment	M/S		
1	Samsung	75.1	23%	71	22%	70.8	21%	6%	6%
2	Huawei	58.7	18%	59.1	18%	54.2	16%	-1%	8%
3	Oppo	36.2	11%	25.2	8%	31.9	9%	43%	13%
4	Apple	35.3	11%	43.8	13%	41.3	12%	-19%	-15%
5	Xiaomi	31.9	10%	27.5	8%	32.1	9%	16%	0%
6	vivo	28.4	9%	24.3	7%	28.6	8%	17%	-1%
7	LG	8.9	3%	8.6	3%	11.2	3%	3%	-21%
8	Motorola	8.3	3%	8.5	3%	10	3%	-2%	-17%
9	Tecno	3.9	1%	3.8	1%	4	1%	1%	-4%
10	TCL-Alcatel	3.8	1%	3.5	1%	3.2	1%	8%	16%
	Others	40.8	12%	51.7	16%	56.2	16%	-21%	-27%
	Total	331.2	100%	327	100%	343.5	100%	1%	-4%

Despite Huawei's products banned in some countries due to security concerns, Chinese technology companies still have ambitions to surpass Samsung and Apple to become the world's largest smartphone maker this year.

The defeat of Samsung is not easy because the Korean company has launched a series of new phones, covering all segments, at affordable prices. Meanwhile, Apple, in an effort to increase sales, also launched iPhone discounts and could integrate many technologies for the 2019 product line.

1. iPhone users tend to switch to Samsung smartphones
2. Sony may disappear from the smartphone market

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