

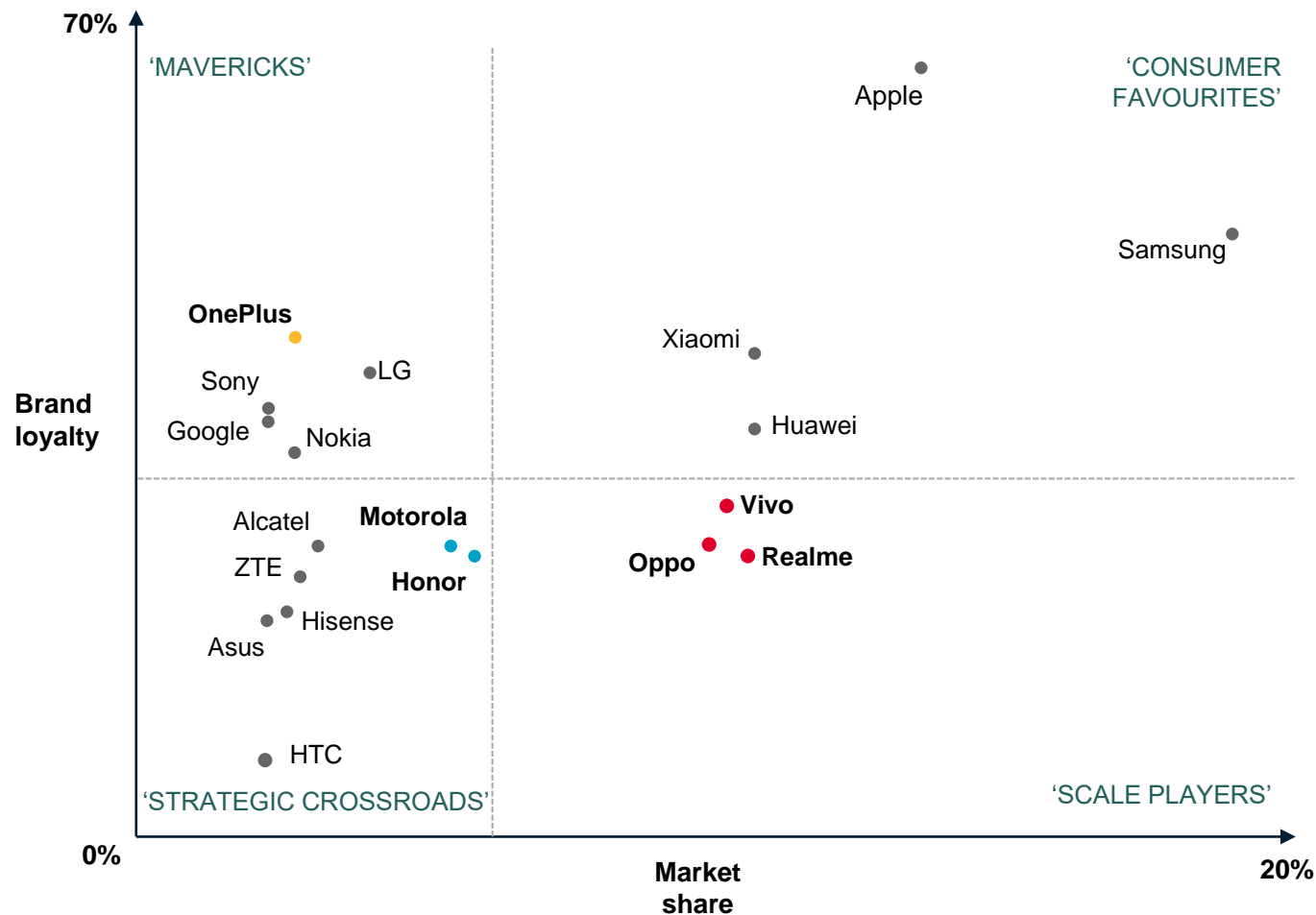
Global smartphone competitive landscape: from land grab to brand grab

Competition will be fierce in 2021 as demand for smartphones recovers in the aftermath of the pandemic. And beneath the surface, the vendor landscape is shifting.

Vivo, Oppo and Realme – Beyond international expansion to further grow market share, the challenge for these players is to build brand loyalty. Huawei and Xiaomi in particular have shown the way, and all three will be looking to capitalise on Huawei’s challenges.

Motorola and Honor – Both stand on the cusp of becoming scale players, but given the strengths of Oppo, Vivo and Realme in this space, gains in share will be hard fought. They would be well advised to examine alternative strategies designed to boost brand loyalty.

OnePlus – The one example of a Chinese brand that has a devoted following but lags in market share. Its change of focus from ‘flagship killer’ to ‘flagship maker’ has paid dividends in brand loyalty, but not where it truly matters – sales.



Source: Market share figures derived from total 2020 TAC allocations from the [GSMA Device Database](#). Brand loyalty (percentage very likely to stick with brand) from GSMA Intelligence Consumers in Focus Survey (n=18,648).