

According to Canalys, Apple's market share in China has dropped to 15%, while Huawei's share has reached 16%, and Vivo leads with 17%. iPhone sales in China decreased from 51.8 million devices in 2023 to 42.9 million in 2024.

Analysts highlighted that Chinese brands compete with Apple through advanced features and competitive prices. Despite US sanctions, "Huawei achieved impressive growth in 2024, increasing its smartphone shipments by 37%." Vivo also continued to grow and further strengthened its market position.

Apple's shipments in China fell by 25% in the fourth quarter of 2024. As a result, Apple CEO Tim Cook "made several trips to China to address this issue," the report's authors noted.

"However, many Chinese consumers prefer domestic brands that better meet their preferences and offer better value for money. The Chinese government's policy also influences the market, favoring local brands like Huawei and Vivo," writes Gizchina.