

Huawei Becomes the Most Popular Smartphone Brand in China, Surpassing Xiaomi and Apple

In the fourth quarter of 2024, the company captured 18.1% of the market, increasing sales by 15.5%. Xiaomi came in second with a 17.2% share and a growth of 3.9%, while Apple took third place with 17.1%, facing a sharp decline in sales by 18.2%.

Following them are Vivo (16.3%), Honor (13.6%), and Oppo (12.5%).

Huawei's growth was driven by the success of its mid-range Nova 13 and flagship Mate 70 lines, which received high consumer ratings.

This success was made possible by the independent development of chipsets and the creation of a local supply chain, which is especially valued amid the restrictions imposed by the US.

Despite an overall decline in the Chinese smartphone market by 3.2% in the fourth quarter, the annual figures for 2024 were positive with a growth of 1.5%.