Apple tops Samsung for first time in global smartphone shipments

For the first time ever, Apple beat out Samsung to ship the most smartphones in a year according to IDC’s Worldwide Quarterly Mobile Phone Tracker. Although IDC cautions that its data is preliminary and subject to change, a second research agency, Canalys, also has Apple taking its top spot for all of 2023. IDC has Apple’s total mobile shipments at 234.6 million, versus 226.6 million for Samsung. Xiaomi, Oppo, and Transsion round out the top five with 145.9, 103.1 and 94.9 million smartphones shipped, respectively.

IDC notes that the last time Samsung wasn’t on top of the annual board was 13 years ago in 2010. Back then Apple didn’t even feature in the top five. Instead it was Nokia in first place, Samsung in second, LG Electronics in third, ZTE in fourth, and Research in Motion (manufacturers of BlackBerry devices) in fifth. If you needed any evidence that 13 years is a long time in the smartphone industry, then this list of companies would be it.