

Worldwide TWS shipments and growth 2Q26

Vendor	2Q26 shipments (million)	2Q26 market share	2Q25 shipments (million)	2Q25 market share	Annual growth
Apple	16.8	20.5%	16.6	20.1%	1.2%
Xiaomi	8.6	10.4%	8.8	10.7%	-3.1%
Samsung	5.5	6.7%	5.7	6.8%	-2.9%
Huawei	5.1	6.2%	5.7	6.9%	-10.6%
OPPO	4.1	5.0%	3.6	4.3%	14.9%
Others	42.0	51.2%	42.3	51.2%	-0.7%
Total	82.1	100.0%	82.7	100.0%	-0.7%

Note: percentages may not add up to 100% due to rounding

Xiaomi includes Redmi, OPPO includes OnePlus

Source: Omdia Connected Life Horizon Service (smart personal audio sell-in shipments), September 2026

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Vendor	2Q26 shipments (million)	2Q26 market share	2Q25 shipments (million)	2Q25 market share	Annual growth
Shokz	1.1	10.3%	0.5	5.5%	107.9%
Sanag	0.8	7.6%	0.8	8.3%	2.4%
Huawei	0.8	7.0%	0.8	8.2%	-4.1%
Baseus	0.7	6.6%	0.6	5.7%	29.9%
Edifier	0.6	5.4%	0.6	6.0%	0.2%
Others	7.0	63.2%	6.6	66.4%	6.8%
Total	11.1	100.0%	9.9	100.0%	12.0%

Note: percentages may not add up to 100% due to rounding

Source: Omdia Connected Life Horizon Service (smart personal audio sell-in shipments), September 2026