Middle East* smartphone shipment and annual growth					
Omdia Smartphone Market Pulse: 3Q26					
Vendor	**3Q26 shipments (million)**	**3Q26 market share**	**3Q25 shipments (million)**	**3Q25 market share**	**Annual growth**
Samsung	4.8	45%	5.2	34%	-6%
Xiaomi	1.3	12%	2.3	15%	-42%
Apple	1.3	12%	1.4	9%	-8%
HONOR	1.1	11%	1.6	10%	-27%
TRANSSION	0.9	9%	2.7	18%	-66%
Others	1.2	11%	1.9	13%	-38%
Total	**10.7**	**100%**	**15.1**	**100%**	**-29%**
Note: Xiaomi includes Redmi and POCO, TRANSSION includes TECNO, Infinix and iTel					
Percentages may not add up to 100% due to rounding.					
*Excluding Turkey					
Source: Omdia Smartphone Horizon Service (sell-in shipments), November 2026					