

Indonesia's Smartphone Market, Top 5 Company Shipments, Market Share, and YoY Growth, 2024 (shipments in millions)

Vendor	2024 Market Share	2023 Market Share	YOY Growth
1. Transsion	18.3%	13.1%	61.7%
2. OPPO	17.8%	19.1%	7.6%
3. Samsung	17.2%	20.0%	-0.6%
4. Xiaomi	16.5%	14.8%	28.4%
5. vivo	15.3%	16.2%	9.2%
Others	14.8%	16.7%	2.3%
Total	100.0%	100.0%	15.5%

Source: IDC Quarterly Mobile Phone Tracker, 4Q24

Note:

* All figures are rounded off