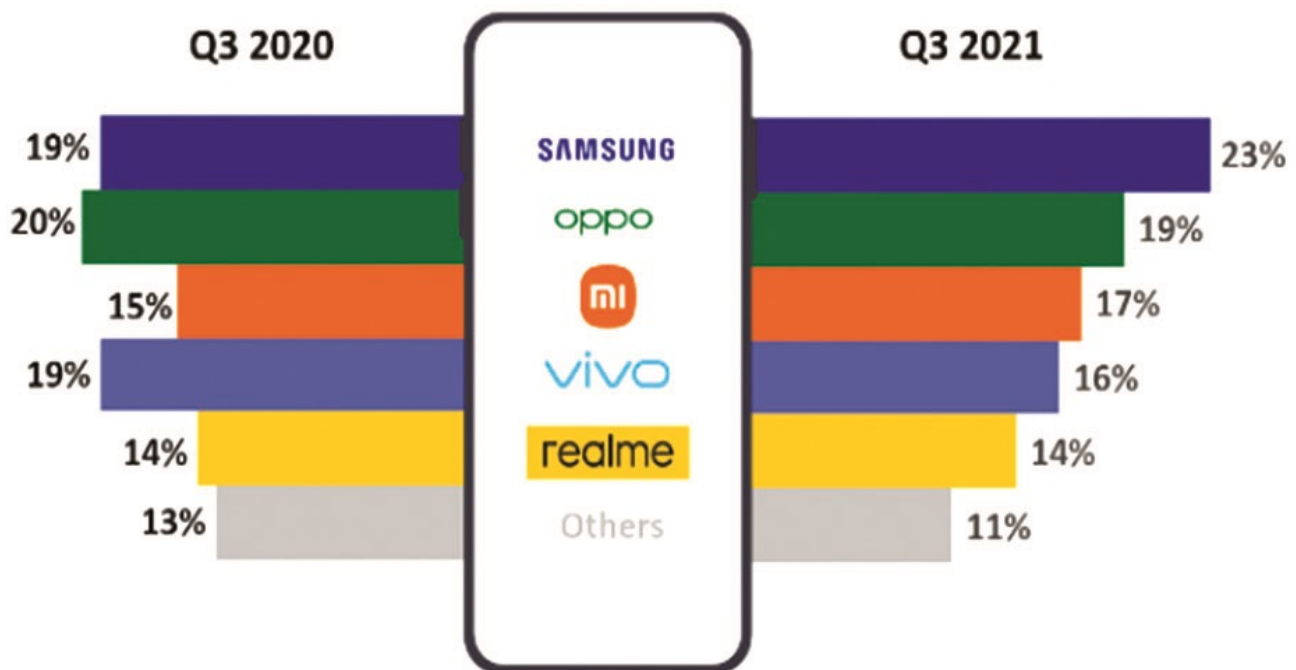


## Samsung regains top position in South-East Asia markets

A Monitor Report

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Dhaka : Samsung has regained its top position in the South-East Asia (SEA) markets with a 23 percent share in the key SEA countries.

SEA saw an 11 percent year-over-year (YoY) dip in its smartphone shipments in Q3 2021, according to Counterpoint's Global Smartphone Channel Share Tracker.

With markets beginning to reopen towards the end of the third quarter, Samsung was able to increase its shipments by shifting products quickly from its manufacturing facilities in Vietnam to stakeholders further down the channel. This helped Samsung recapture the leading position in the smartphone market of vital SEA countries.

Samsung A series performed exceptionally well along with the Galaxy S21 range and Flip 3 models. OPPO (19pc share) and Vivo (16pc share) tried to sustain shipments despite the crunch.

Xiaomi was among the OEMs which suffered a bit more than others. As Samsung and the Chinese giants battled for market supremacy, top OEMs continued to gain share even from the long-tail brands in these countries.

While OEMs and telecom operators continue to target the market with products and promotions, the consumers' buying sentiment will depend on macro-economic factors like the job market, disposable income levels, city migration, and the restart

of tourism.