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Mobile Royal Rumble

Apple vs. The Smartphone Industry:
Is the iPhone still the best choice?



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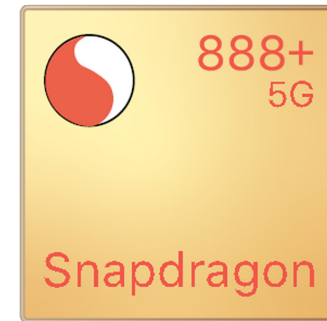
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In January 2007, Apple introduced the iPhone; the device that would go on to change the concept of mobile phones, and continue to mass-produce their iconic collection of devices. A decade later, many other corporations would go on to manufacture their own series of smartphone. Companies such as Sony, Huawei, OnePlus, and even Google are an example of who's gotten into the smartphone industry. All of these companies compete against each other to provide the most technologically advanced smartphone that provides extraordinary performance. The biggest competitor in the industry is Samsung, considerably one of Apple's biggest rivals, and have been competing against them since 2009.

Apple's and Samsung's most recent devices, the iPhone 13 Pro and the Samsung Galaxy S21 Ultra, are both the most advanced smartphones as of 2021, both with its own benefits. The selling points for both of these devices include their telephoto camera lens, and its fast performance.

Apple introduced the idea of two camera lens on a smartphone back in 2016, with the iPhone 7 Plus, allowing the device to take zoomed up pictures without losing quality. Fast forward to now, most competing phone brands come with three, or four cameras implemented for better quality. The iPhone 13 Pro has three 12MP cameras installed, which are all used to take high quality pictures that equal to a million pixels; one of the lens being an actual telephoto lens can take high quality pictures when zoomed in a huge distance away.

The iPhone 13 Pro also uses the Apple A15 Bionic chip; a processor made for the iPhone 13 series, with additional GPU cores installed for an enhanced performance. The processor is made and used only for Apple's own products. As for the competition, many competing smart devices have been using Qualcomm's Snapdragon 888 Processor. Devices such as the Samsung Galaxy S21 Ultra, along with other modern smartphones produced by Xiamoi, OnePlus, Lenovo, Sony, and more all use this processor. Apple's A15 Bionic slightly



surpasses the Snapdragon 888 regarding CPU performance.

The iPhone series use iOS, an operating system invented by Apple. Much like its processor, the iOS is a closed operating system specifically which is only designed for their devices. The most recent device, the iPhone 13 Pro, uses the latest iOS 15, and provides minor new features. Competing against this is the Android operating system; an open software system that can be used in whatever device. Samsung, Google's Pixel, Sony's Xperia, and a lot more use this operating system. Both have its own unique benefits; iOS provides tight security regarding notification tracking, and efficient software updates. Android is open source, meaning anyone can customize the software for their own devices.

In terms of what smartphone people prefer, and what they want most out of it, a research had been done back in 2012 in regards to Malaysian university students, carried out by university lecturers Safiek Mokhlis and Azizul Yadi Yaakop. The goal



of this investigation was to study the various choices in selecting a smartphone among consumers of Malaysia. The most influential factors on consumers include newly advanced features, personal recommendations, functionality, and pricing, along with the satisfaction of a device overall. Nowadays, plenty of modern phone brands go for under AUD\$300. The Chinese phone series 'Xiaomi' is an example of a brand who takes advantage of these factors; an advanced smartphone that functions well, introduces new functionality like faster charge, and goes for a cheaper price than the iPhone or Samsung Galaxy.

According to overall sales in the Q2 2021 (second quarter), Apple had sold around 49,000 units of their iPhone products, and have 15% of market share. Comparing to other competitors, Apple is the 3rd company with the most smartphone sales. The second being Xiaomi, with 51,073 phones sold and a market share of 15.5%, and the first being Apples rival, Samsung, with 57,748 units sold, and a market share of 17.6%.

References:

Safiek M., Azizul Y. Y, Comsumer (2012) Choice Criteria in Mobile Phone Selection: An Investigation of Malaysian University students. Retrieved from https://www.researchgate.net/publication/264975487_Consumer_Choice_Criteria_in_Mobile_Phone_Selection_An_Investigation_of_Malaysian_University_Students

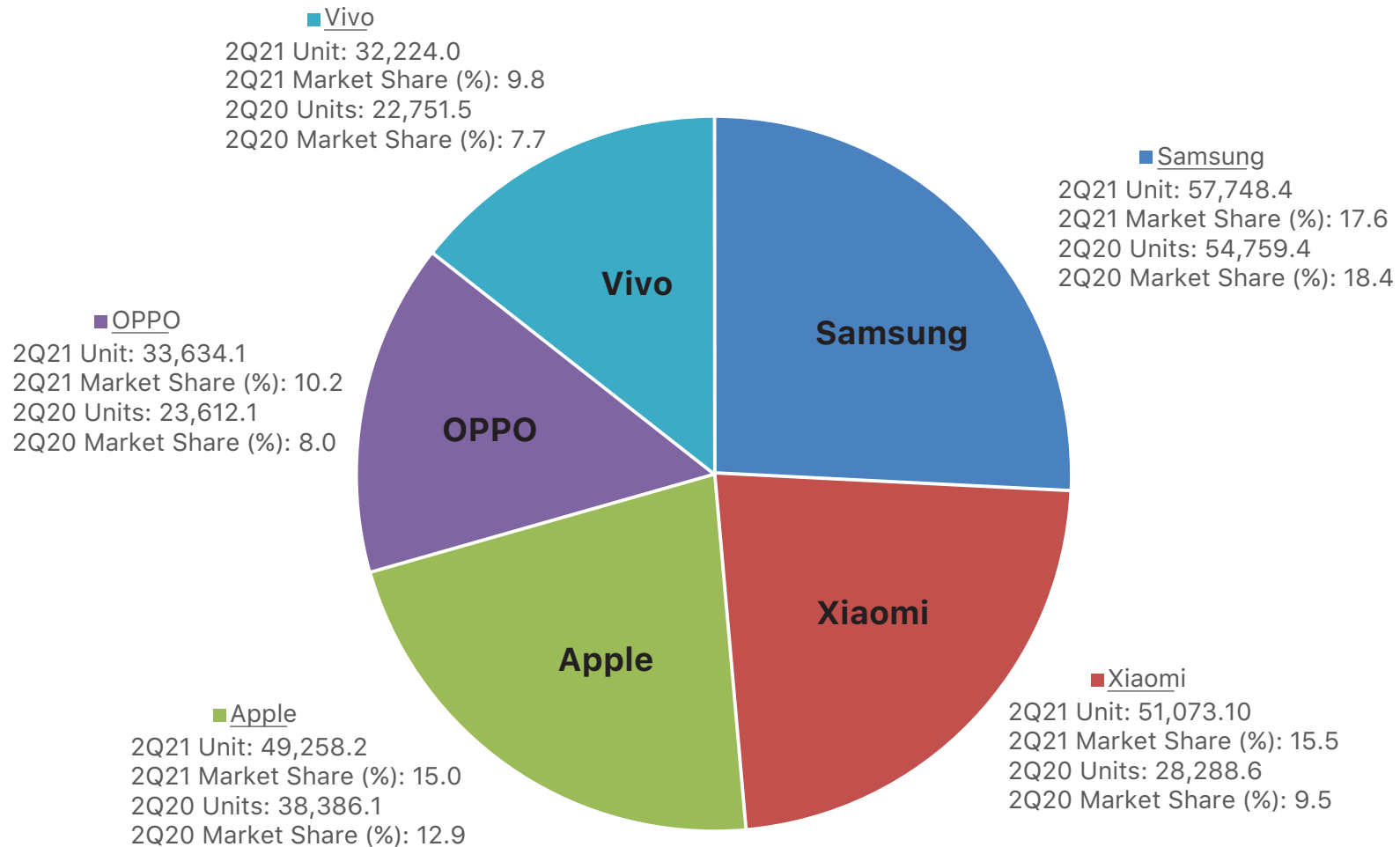
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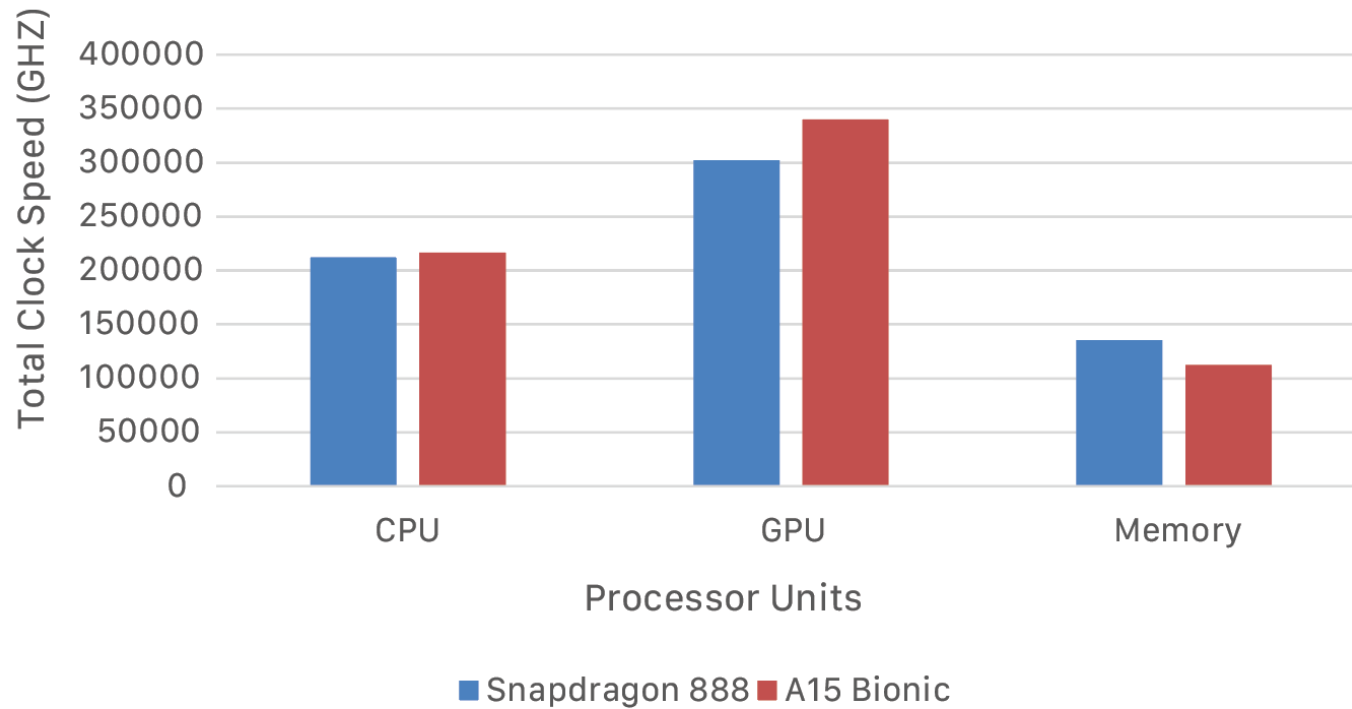
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Top 5 Smartphone Sales to End Users by Vendor in 2Q21



Source: STAMFORD, Conn, September 1 2021
 Gartner Says Worldwide Smartphone Sales Grew 10.8% in Second Quarter of 2021
<https://www.gartner.com/en/newsroom/press-releases/2021-09-01-2q21-smartphone-market-share>

Snapdragon 888 vs A15 Bionic (AnTuTu 9 Benchmark)



Snapdragon 888+
CPU: 212299
GPU: 302110
Memory: 135341



A15 Bionic
CPU: 216265
GPU: 339795
Memory: 112472

Source: NANOREVIEW.NET, 2021
Snapdragon 888 vs A15 Bionic
<https://nanoreview.net/en/soc-compare/qualcomm-snapdragon-875-vs-apple-a15-bionic>

#1 Samsung



2Q21 Unit: 57,748.4
2Q21 Market Share (%): 17.6



#2 Xiaomi



2Q21 Unit: 51,073.10
2Q21 Market Share (%): 15.5



#3 Apple



2Q21 Unit: 49,258.2
2Q21 Market Share (%): 15.0

