

India Becomes Leading Source of Smartphone Shipments to the US in Q2 2025

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India has overtaken China as the top smartphone supplier to the US market in quarter 2 2025, with its export share jumping from 13 percent to 44 percent year-over-year.

This dramatic shift reflects ongoing trade tensions and manufacturers' strategic pivot toward supply chain diversification, primarily led by Apple's expansion of iPhone production in India.

India has surpassed China to become the leading exporter of smartphones to the United States (US) for the first time in the second quarter of 2025. According to a [market report published on July 21, 2025](#), this reflects a significant shift in global supply chain dynamics, largely influenced by ongoing geopolitical tensions and uncertainty surrounding US-China tariff negotiations.

As per data, India's smartphone shipments rose by seven percent year-on-year in Q2 2025, reaching 39 million units. This uptick was largely driven by new product launches during the quarter, following a slow Q1 when vendors exercised caution due to high inventory levels. The market rebounded despite typical seasonal sluggishness and challenges, including extreme weather, geopolitical tensions, and uncertainty surrounding US tariffs.

Mobile phone brands such as Vivo (excluding its sub-brand iQOO) led the market with 8.1 million units shipped, capturing a 21 percent share. Samsung ranked second with 6.2 million units and a 16 percent share. OPPO (excluding mobile phone brand OnePlus) secured third place with five million units, narrowly surpassing Xiaomi, which also recorded five million shipments. Realme rounded out the top five with 3.6 million units.

Realignment of global smartphone manufacturing hubs

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The decline in China's share of US-bound smartphone shipments—from 61 percent in Q2 2024 to just 25 percent in Q2 2025—marks a steep drop and underscores the impact of trade friction and risk diversification strategies. In contrast, India's share has surged to 44 percent, up from a modest 13 percent in the same period last year. Vietnam has also seen a notable increase, rising from 24 percent to 30 percent, reinforcing its position as the third-largest source of smartphone imports to the US.