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# India GenZ Smartphone Brands 2023





In 2024, 44% of the smartphone sales will come from youth (GenZ) purchasing them for their use!



This study is limited to 18-25 years age group within Gen Z.

Techarc Smartphone Brand Retention Study 2023



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Not just do they contribute significantly in sales, GenZ also influences the personal electronics decision making of family and friends.



15 brands contribute 97% of the GenZ smartphone sales!

<b>Apple</b>	<b>Asus ROG</b>	<b>Infinix</b>	<b>iQOO</b>	<b>Lava</b>
<b>Motorola</b>	<b>Nothing</b>	<b>OnePlus</b>	<b>Oppo</b>	<b>Poco</b>
<b>Realme</b>	<b>Redmi</b>	<b>Samsung</b>	<b>Tecno</b>	<b>Vivo</b>

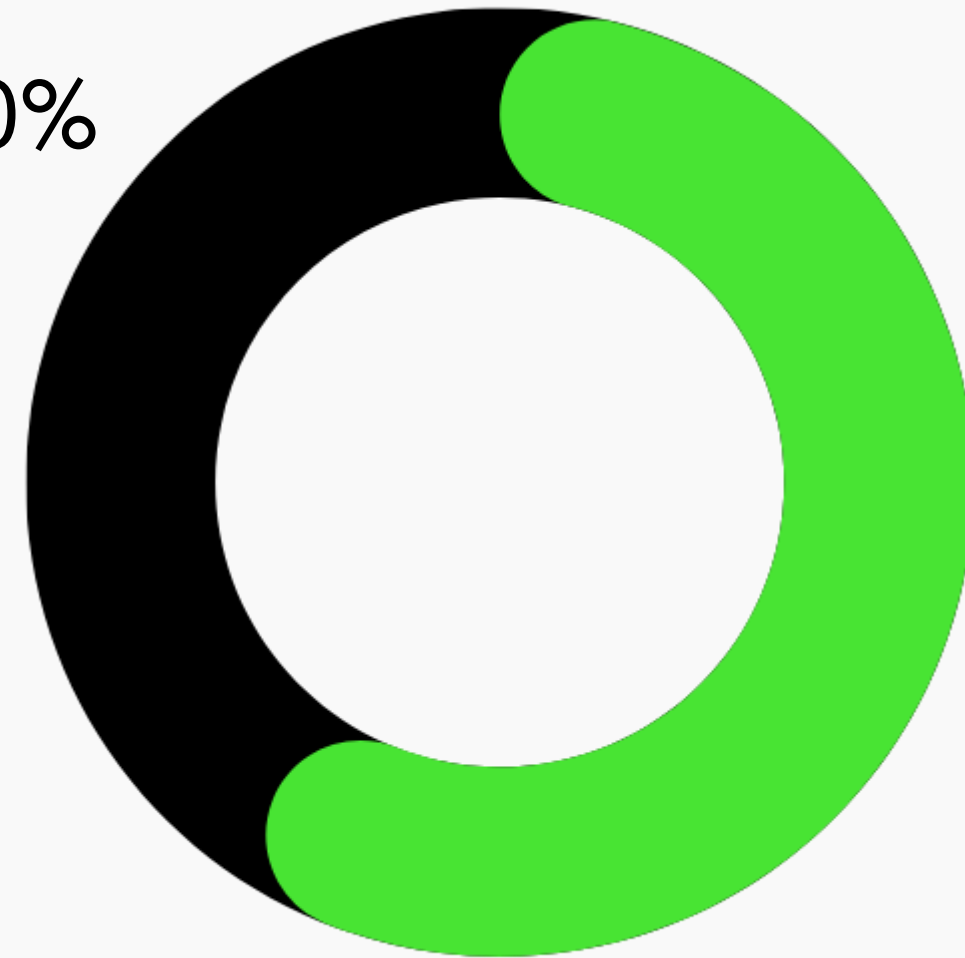
Asus ROG only for gaming youth.  
Ordered alphabetically

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With smartphones hitting product maturity, GenZ relies more on the brand to decide



Product 40%



Brand 60%

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# A brand reflects the experience users want

A hand holding a 3D 'brand' logo. The word 'brand' is rendered in a bold, lowercase, sans-serif font. The letters are white with a grey shadow, giving it a 3D appearance. The letter 'a' is colored green. The hand is positioned on the left side of the frame, with fingers slightly curled around the logo. A thick, diagonal stripe runs from the top left to the bottom right, colored green on the left and orange on the right. The background is a blurred grey with some faint text.

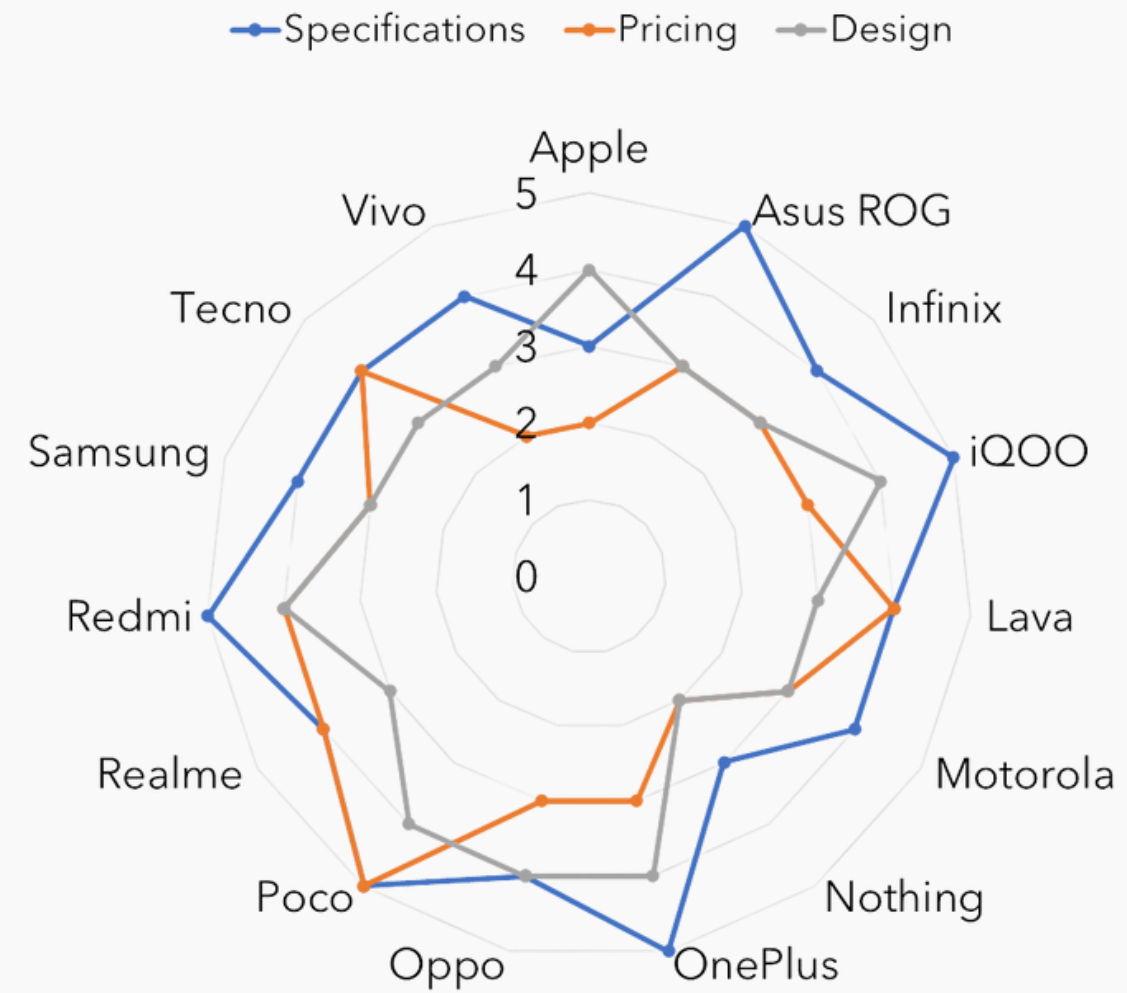
- **Experience** - 80% of the respondents become sure of the experience they would get by selecting a brand prior to making purchase of a smartphone.
- **Affinity** - 73% respondents find certain brands reflecting their personality and understanding them as users.
- **Exclusivity** - 69% of GenZ feels owning a particular brands makes them a part of an exclusive club / community.

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# Except pricing, specifications and designs are hard to differentiate



Product Perception - GenZ Smartphones

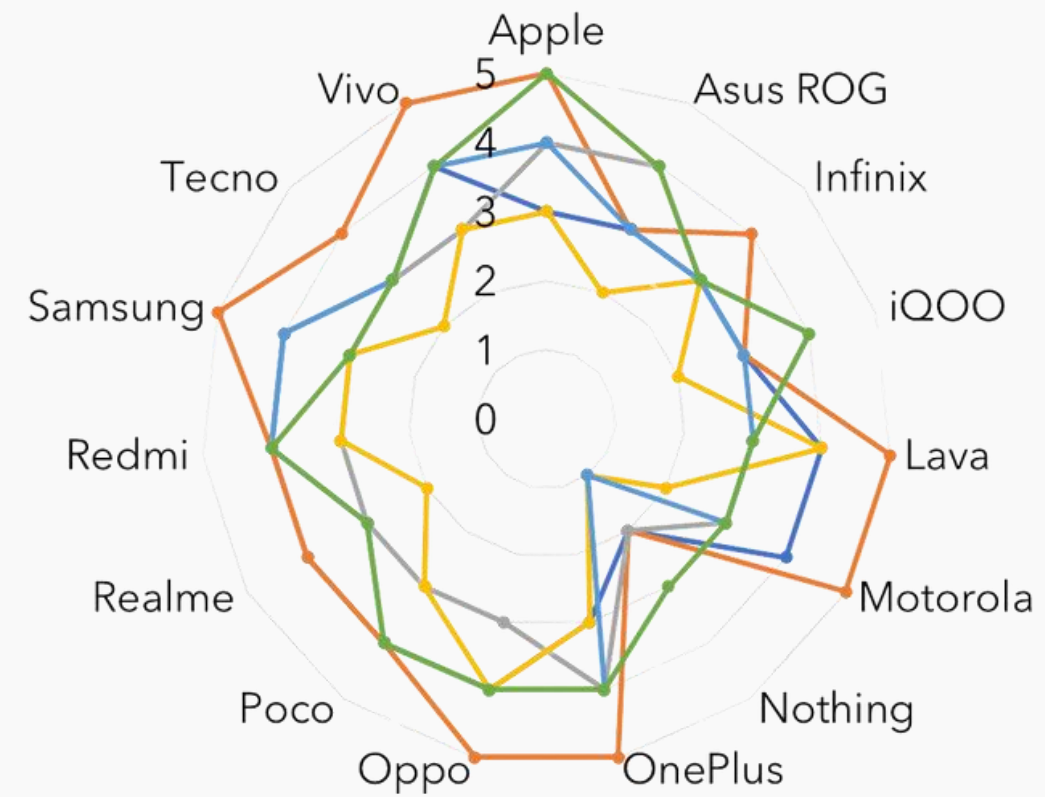




# Factors defining a brand are the real differentiators making a difference

Brand Perception - GenZ Smartphones

- Visibility
- Recall
- Satisfaction
- Servicing
- Availability
- Influencer Reputation





# Top 10 smartphone brands that offer the right blend of product + brand to Gen Z

Brand	Score	Rank	Brand	Score	Rank
Poco	4.10	1	Vivo	3.48	6
Oppo	3.92	2	Realme	3.46	7
OnePlus	3.82	3	iQOO	3.28	8
Samsung	3.62	4	Asus ROG	3.16	9
Apple	3.52	5	Nothing	1.96	10

Specific Series of respective brands

OnePlus - Nord


Samsung - M Series

Realme - Narzo

Asus ROG (for gamers only)

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But the GenZ also wants the brand to reflect their cult or community

Brand	Rank	Level
Poco	1	Brand
OnePlus	2	Series (Nord)
Realme	3	Series (Narzo)
iQOO	4	Brand
Nothing	5	Brand





## GenZ Cult Brands

POCO, iQOO and Nothing emerge as the only three brands that youth (GenZ) find resonating with creating a cult / community that identifies with them. Other brands are seen more generic in terms of offerings and brand attributes, encompassing an array user segments.





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