

Analytics Web Stats on Mobile Device Branding - Top 10 (2026 Entry)

01 March 2025 - 28 February 2026

Mobile Device Brand	Active Users	New Users	Sessions	Bounce Rate	Views per Session	Avg. Session Duration
Samsung	669,864	571,464	4,560,003	12.50%	10.91	0:07:25
Apple	520,159	512,170	1,791,545	25.51%	8.95	0:06:53
(not set)	337,623	269,145	1,219,896	16.11%	10.70	0:07:53
Google	267,981	234,316	1,027,786	19.02%	19.06	0:15:15
Microsoft	138,894	125,944	504,360	16.74%	22.01	0:18:45
Huawei	113,629	100,158	590,946	17.41%	10.54	0:07:57
Xiaomi	80,863	71,527	388,932	13.29%	11.26	0:07:40
Honor	78,429	71,068	568,168	12.43%	11.26	0:07:32
itel	46,123	38,929	288,203	13.42%	10.13	0:07:53
Tecno	37,321	32,733	189,405	22.64%	10.21	0:07:11

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