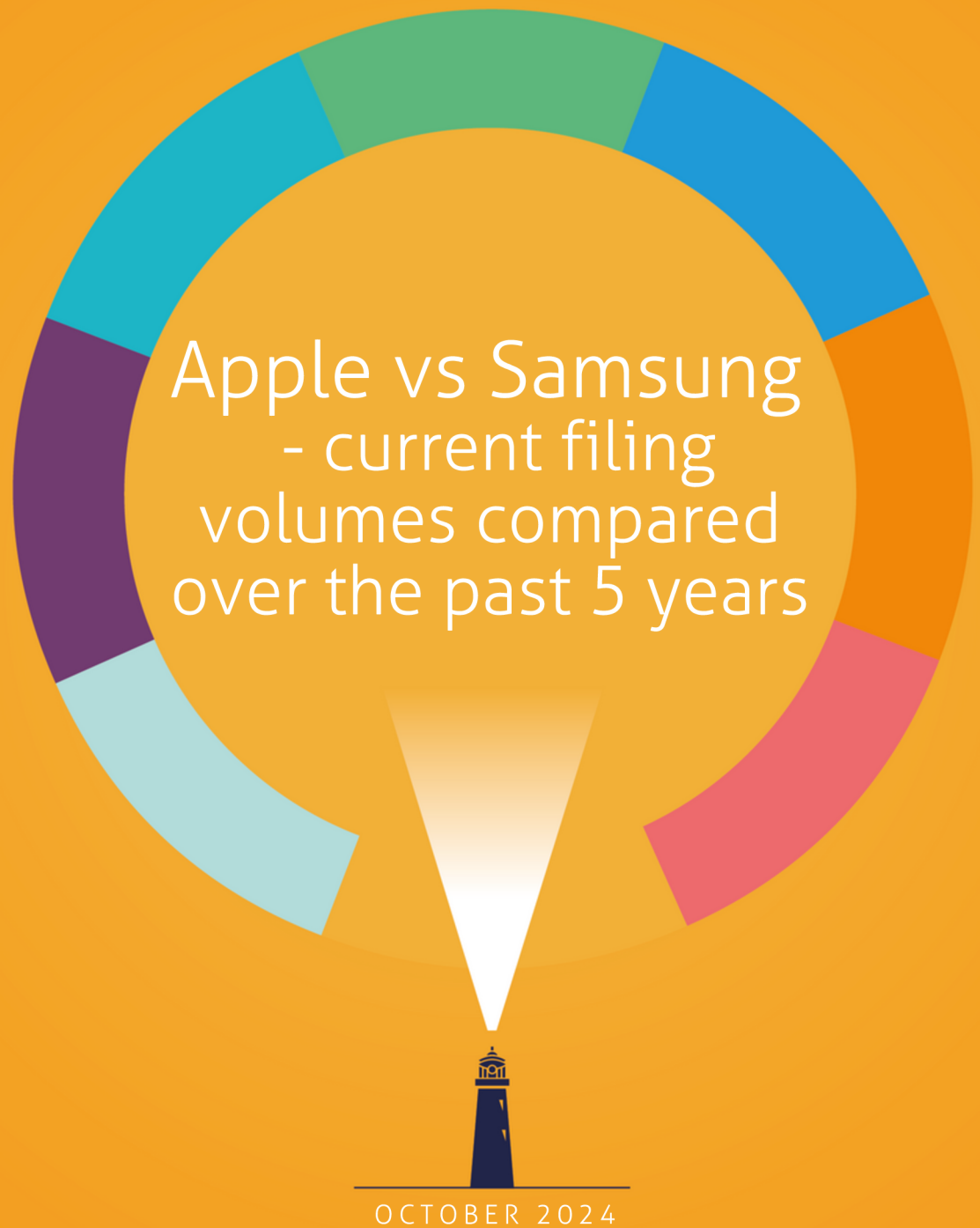


# TREND REPORT



Apple vs Samsung  
- current filing  
volumes compared  
over the past 5 years

OCTOBER 2024

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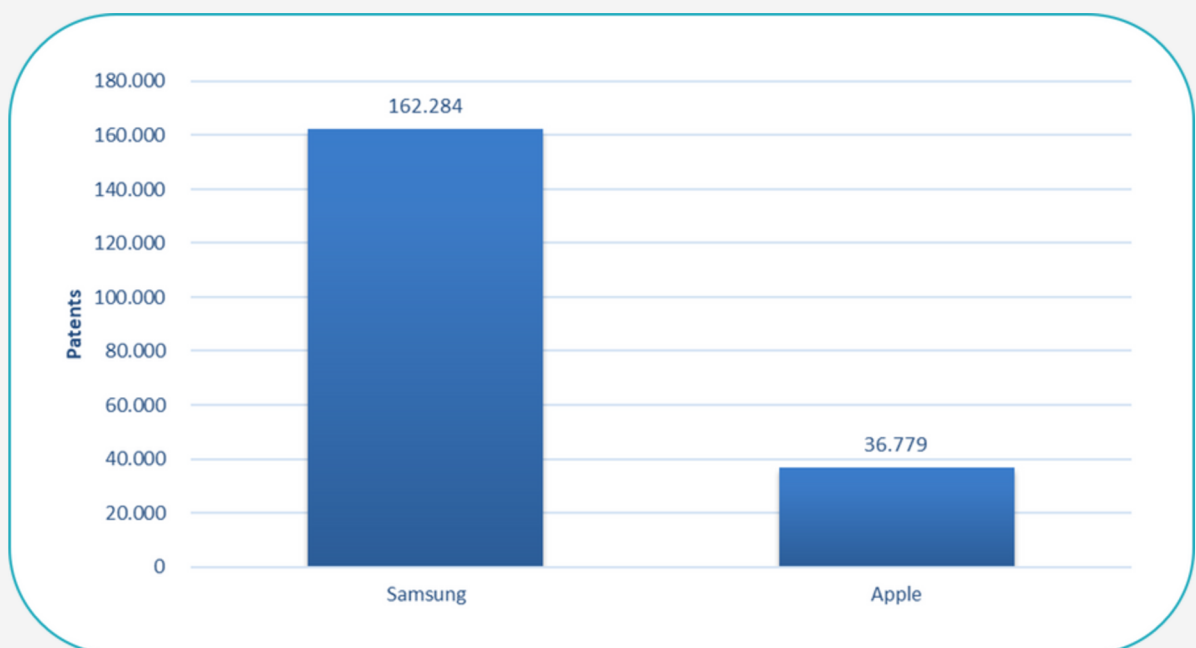
# Introduction

Apple and Samsung are major players in the global smartphone market, and there is significant competition between them, particularly in terms of patents. This report compares the patent applications of Apple and Samsung (mainly including Samsung Electronics, Samsung Display, Samsung Electronics Mechanics) in the past five years (Data as of October 24, 2024).

# Part 1:

## General information

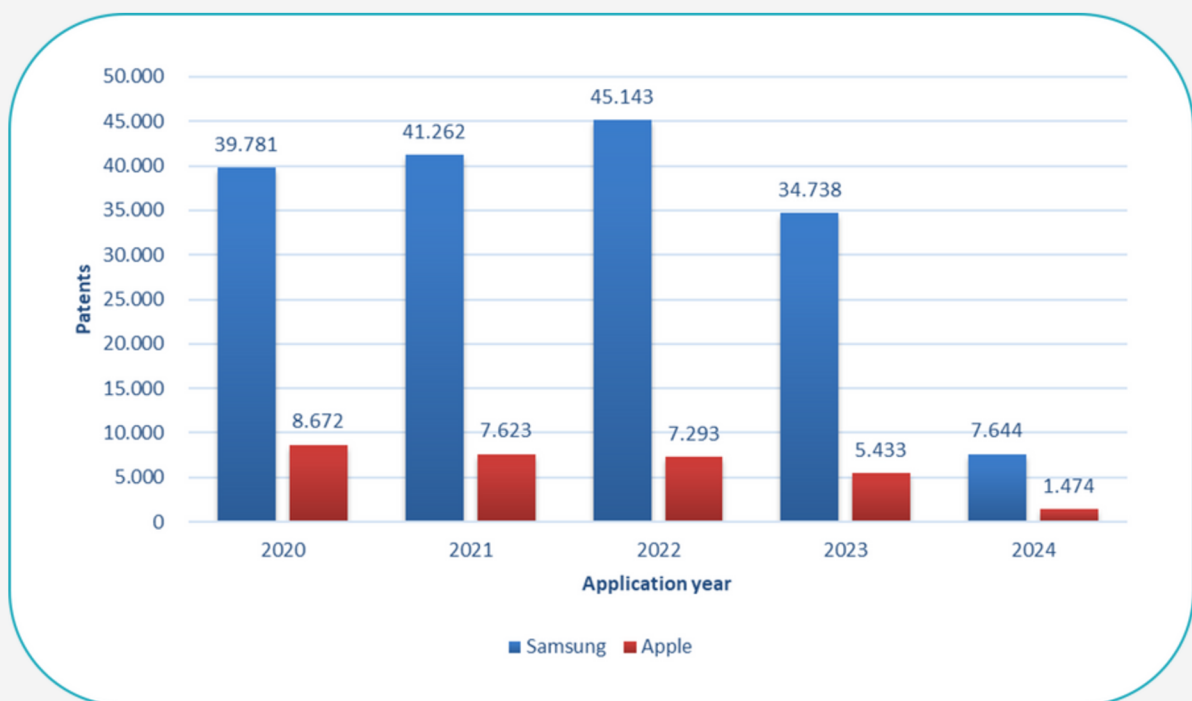
In the past five years, Samsung has applied for over 160,000 invention patents (including the same patent filed at multiple offices), significantly higher than Apple's application volume, as shown in [Figure 1](#).



**Figure 1 Patents filed by Apple and Samsung**

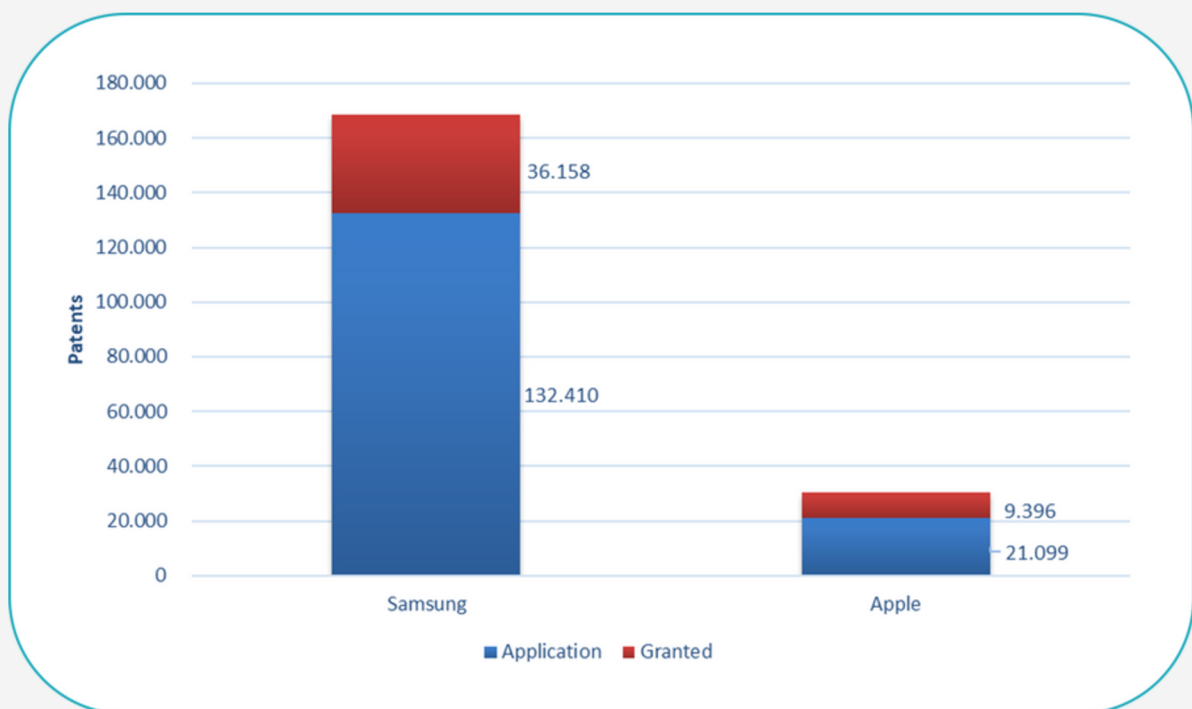
Specifically, every year, Samsung's patent application volume is several times that of Apple, and from 2020 to 2022, Samsung's patent application volume has maintained an upward trend, while Apple's has shown a downward trend, as shown in [Figure 2](#).

It should be noted that the statistics for 2023-2024 are not complete as patents still have to be published from these years.



**Figure 2 Patent application trend of Apple and Samsung**

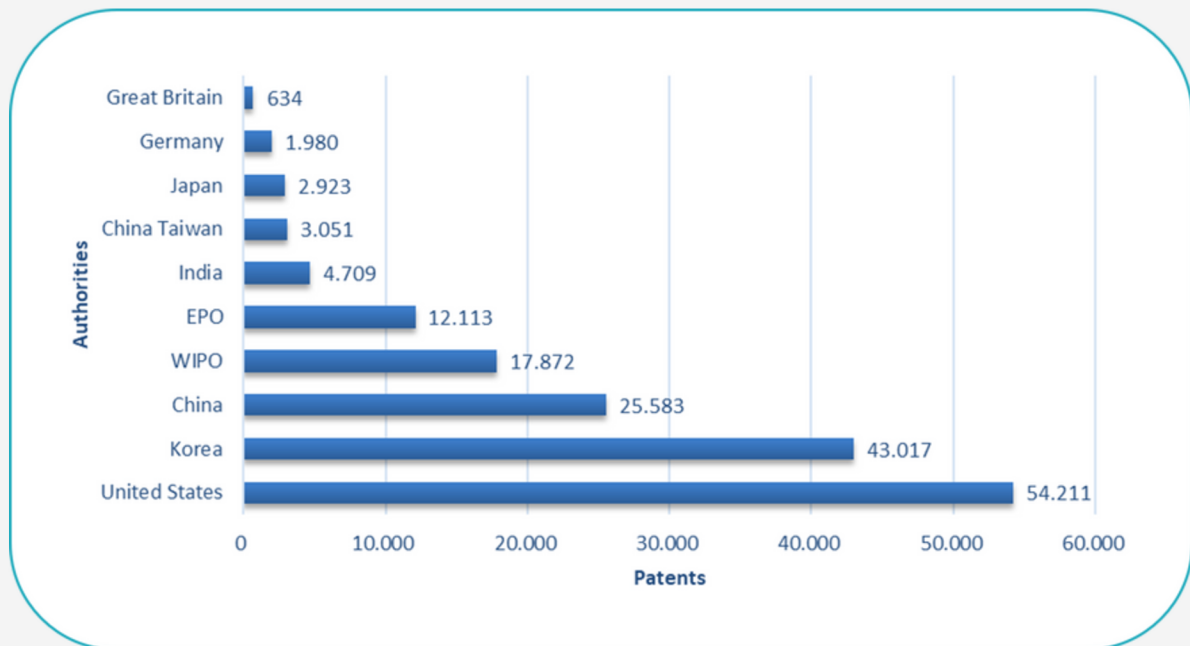
From the perspective of granted status, Samsung has been granted 36,158 patents in the past five years, while Apple has been granted 9,396 patents. From the perspective of granted patents volume, Samsung is also much higher than Apple. But currently, 30.8% of Apple's patent applications have been granted, which is higher than Samsung's granted rate (21.5%), as shown in [Figure 3](#). It is worth noting that both Samsung and Apple have a large number of patents still pending.



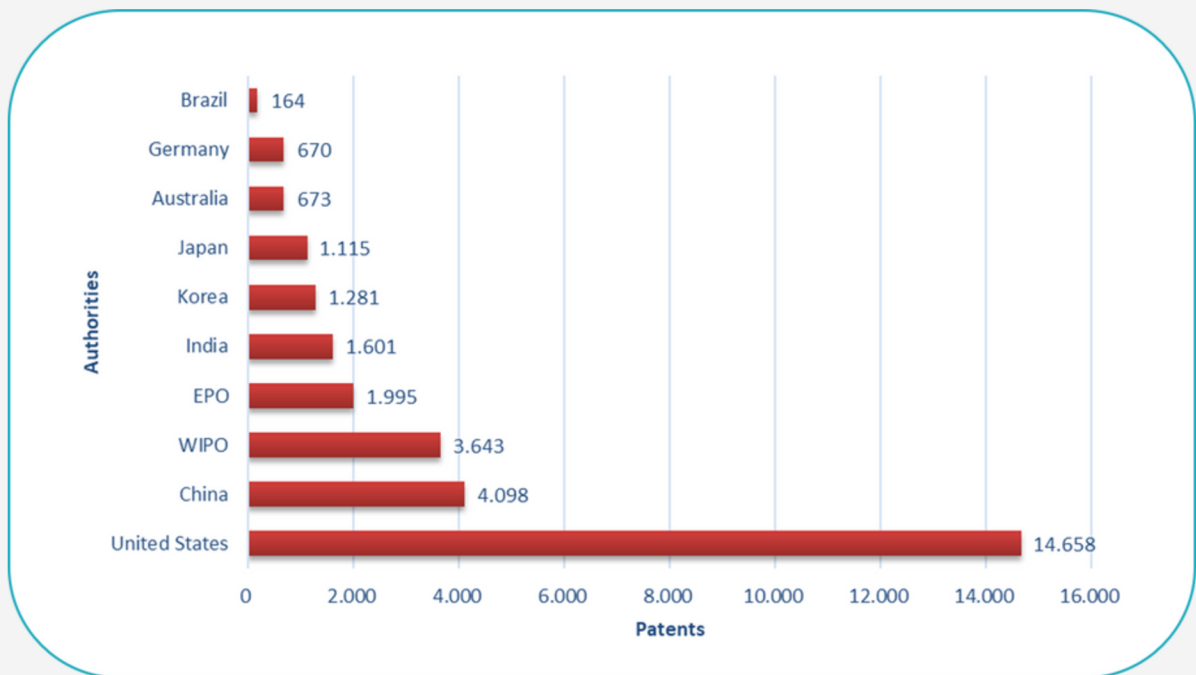
**Figure 3 Patent granted status**

## Part 2: Target Market

From the perspective of target markets, Samsung's patents are mainly applied for in the United States, Korea, and China, while Apple's patents are mainly applied for in the United States and China, as shown in [Figure 4](#) and [Figure 5](#).



**Figure 4 Samsung's main target market**

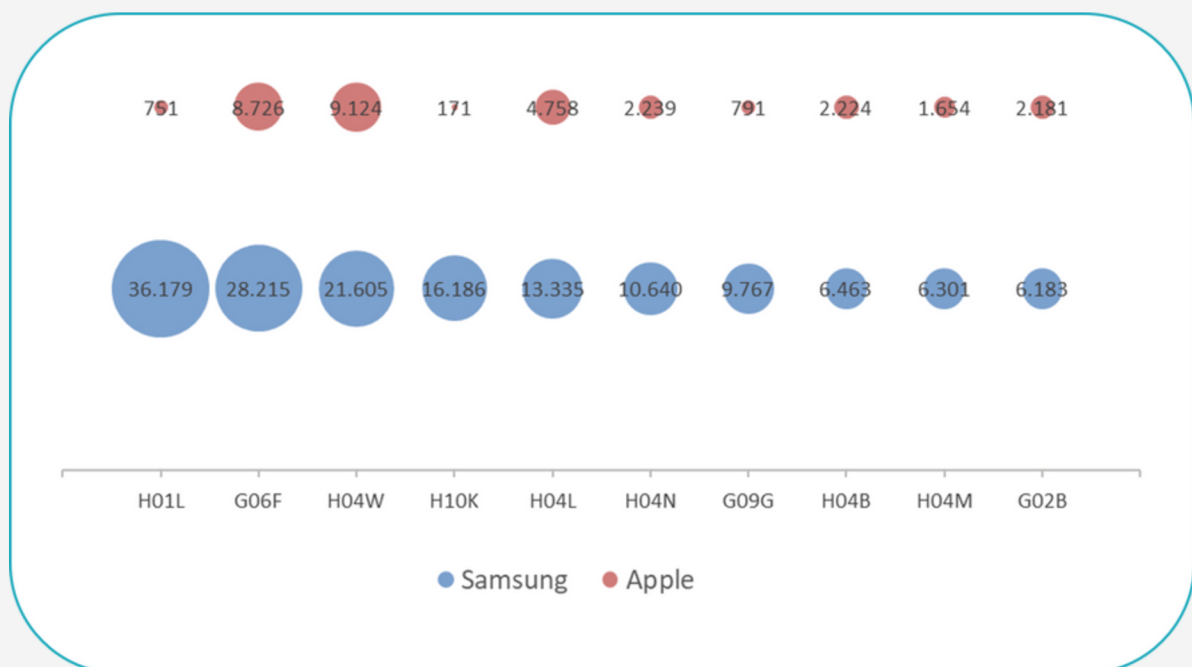


**Figure 5 Apple's main target market**



## Part 3: Key Technologies

According to the statistics of the main IPC to which Apple and Samsung apply for patents, Samsung has applied for a relatively large proportion of patents in the technology fields corresponding to H01L, G06F, and H04W, while Apple has applied for a relatively large proportion of patents in the technology fields corresponding to H04W, G06F, and H04L, as shown in [Figure 6](#). Therefore, there may be significant competition between the two companies in the fields of electronic digital data processing, wireless communication networks, and transmission of digital information.



**Figure 6 Top 10 IPC**

# Conclusion

The competition between Apple and Samsung has been ongoing, and the patents they have applied for in recent years have a significant overlap in their main technology fields and target markets. Overall, in recent years, Samsung's volume has been higher than Apple in terms of both patent application volume and granted patents.

Note: All numbers used and statements made in this report are indicative and for information purposes only. No warranty or liability is given nor accepted for anything published in this report.

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