

OPPO targets Personalized AI to win young customers – will it drive interest and trust in the agentic era?

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In partnership with:

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Omdia commissioned research, sponsored by OPPO

Why personalized AI is moving to the front of OPPO's strategy

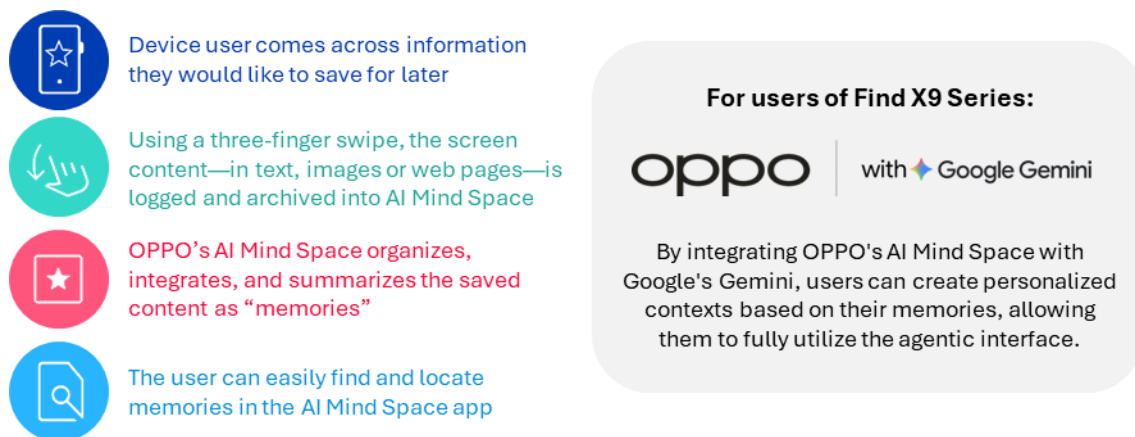
OPPO, the world's fourth largest smartphone vendor in 2024, is sharpening its focus on delivering innovative and resonant AI experiences to connect with young consumers and strengthen its market position. Earlier this year at MWC 2025, OPPO unveiled its enhanced AI strategy, anchored on making its AI experiences more personal, intuitive, and secure for users.

In its latest move, for users of the upcoming Find X9 Series, OPPO has integrated its self-developed Mind Space app with Google's Gemini, building directly on that ambition. The question now is whether OPPO's privacy-conscious approach to personalized AI can meet consumers' needs while building trust and engagement as the industry rapidly transitions toward agentic AI.

OPPO's AI Mind Space – a personalized context builder for AI?

AI Mind Space is OPPO's solution to a personalized knowledge hub, allowing users to capture, store, and organize information such as notes, photos, and websites, and later retrieve it with AI assistance. It was initially launched on the Reno14 series earlier this year and is now extended to the Find X9 Series with an extra addition. For users of the Find X9 Series, OPPO's Mind Space app can integrate with Gemini, meaning that users can leverage a conversational, prompt-based interface to quickly locate and structure specific content. Simply put, the connection allows Gemini to pull content from Mind Space, creating personalized context. The result is a more intuitive and personalized interaction that moves OPPO's users closer to an agentic AI experience.

Figure 1: OPPO's AI Mind Space – Personalized AI in action



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What sets AI Mind Space apart is its user-enabling, privacy-focused design. The industry's broader ambitions of agentic AI—aimed at simplifying device navigation and providing targeted recommendations—are as technologically sophisticated as regulatory complex. One of the key challenges is granting AI access to the private data needed to provide meaningful context. Here, OPPO's solution offers a practical, already available answer. Instead of automatically collecting user data, individuals decide what to include—and what to exclude. This approach gives users oversight and control while creating a contained environment for the AI agent to operate within, enabling targeted, less invasive personalization that can help to build trust.

This type of controlled agentic interaction is an important transition step—one that can easily be overlooked by vendors racing toward highly advanced AI concepts. Consumer adoption, after all, will evolve slowly. By introducing accessible, privacy-aware use cases, OPPO smooths the path for users to engage with autonomous functions over time, creating familiar experiences today that lay the foundation for more advanced agentic possibilities in the future.

Consumer readiness for AI on smartphones

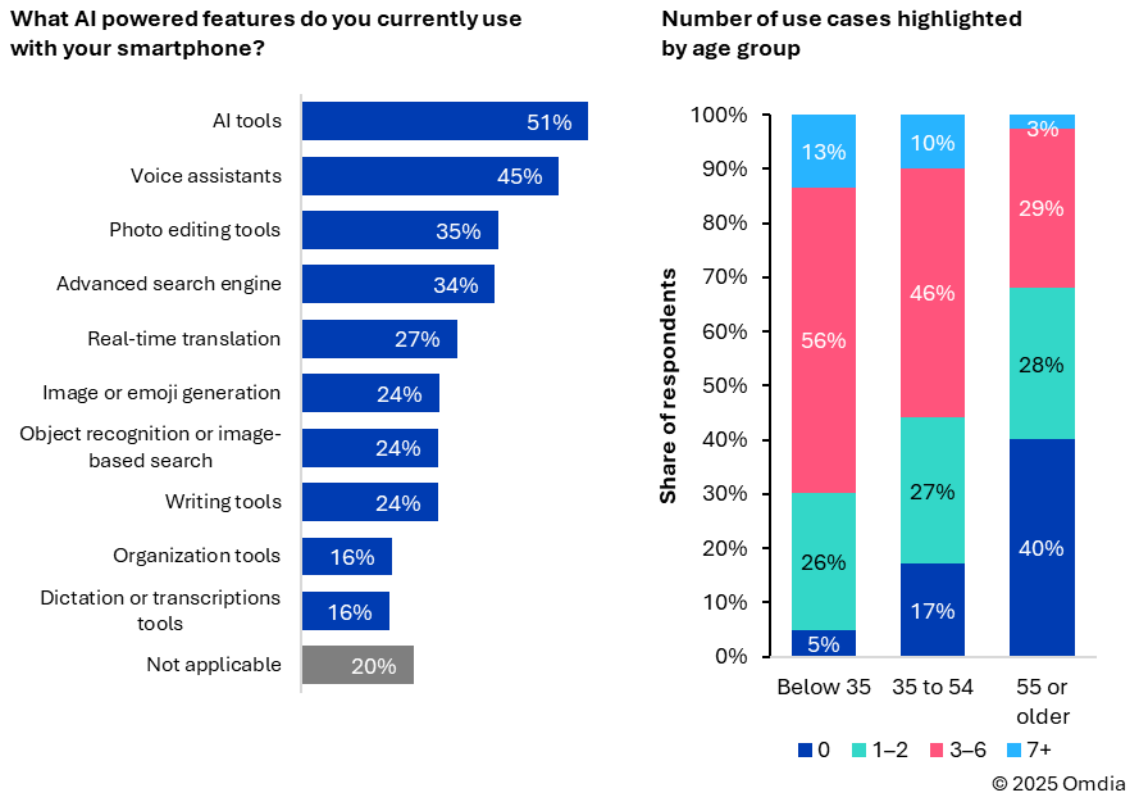
Capturing consumer interest through AI features remains a leading priority for OPPO and numerous other smartphone vendors, particularly as AI moves from early hype into everyday usage. Omdia estimates that over 25% of active smartphones globally now have a generative AI app installed, reflecting strong consumer demand for tools such as ChatGPT, Doubao, and Gemini. While adoption currently skews toward cloud-enabled apps, it signals the early stages of a broader shift toward personalized, agentic interfaces on mobile devices.

To date, smartphone vendors have largely focused on targeted AI features, for example in editing, productivity, and content creation tools. The next challenge will be the convergence of generative AI apps and on-device AI capabilities, particularly if users increasingly seek to navigate their devices through agentic interfaces. For vendors like OPPO, positioning its current solutions around personalized experiences is critical—not only to meet evolving user expectations early but also to capture demand among younger, tech-savvy consumers.

A recent Omdia consumer survey of 5,000 consumers in Brazil, China, France, India, and the US emphasized this point. Overall, 80% of the respondents claimed to regularly use at least one AI feature, with AI tools, voice assistants, and photo-editing tools being most common. Among respondents aged under 35, 95% reported using at least one AI feature, compared with 60% of those over 55. OPPO's focus on younger consumers aligns closely with this demographic reality. Additionally, the trend is particularly pronounced in China and India, OPPO's two largest markets, where AI adoption and AI's influence on smartphone purchasing decisions are high.

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Figure 2: 95% of respondents under 35 use at least one AI smartphone feature



Source: Omdia

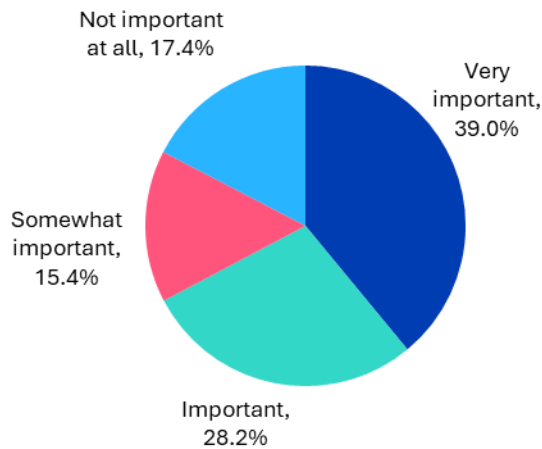
AI as a purchase influencer vs. user stickiness driver

AI is increasingly shaping smartphone purchasing decisions. In Omdia's consumer study, 67% of respondents said AI would be important or very important in their next smartphone purchase. Among respondents aged under 35, this figure rose to 81%, compared with 72% for those between 35–54 and 44% for those over 55. While AI may not always be the primary purchase driver or incentive, it is becoming a key influencer in the buying journey that can sway upgrades or replacements, particularly for tech-savvy consumers.

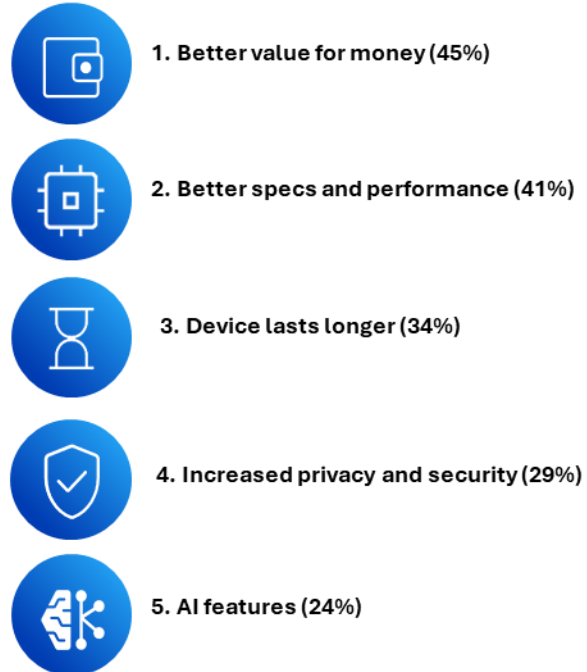
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Figure 3: AI features are growing in importance for smartphone buyers

How important will AI features be when you purchase your next smartphone?



Top 5 factors that would make respondents switch to a different brand



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Source: Omdia

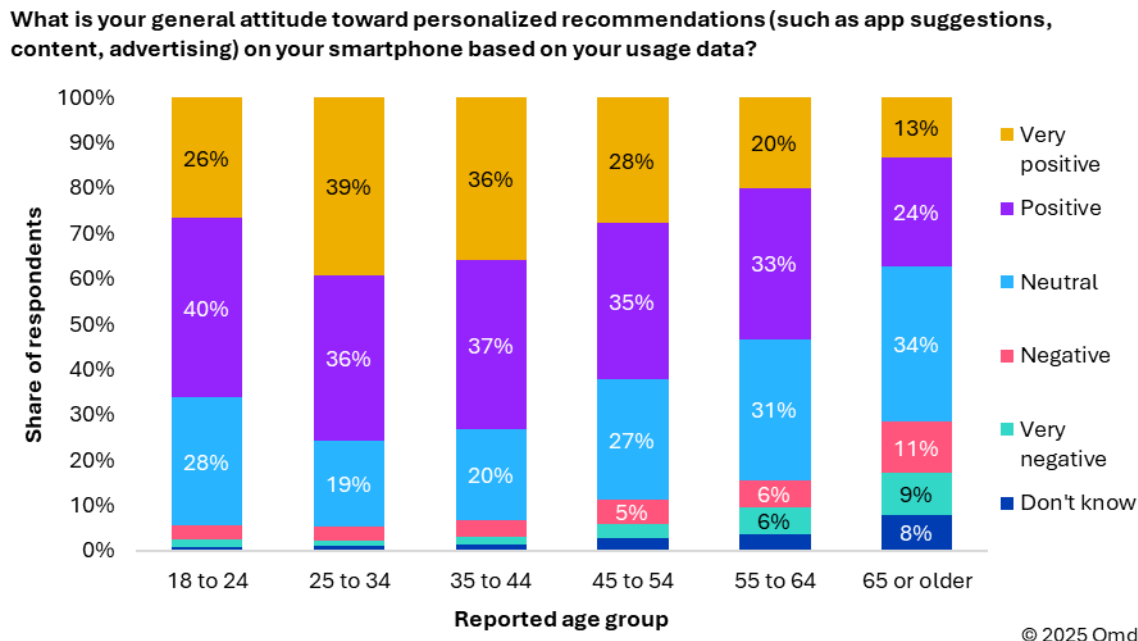
Over 70% of respondents expect AI capabilities to improve their smartphone experience, and 68% believe AI developments will make their lives easier. If consumer expectations continue to evolve in this direction, strongly integrated solutions that allow users to leverage agentic AI models will become increasingly important—not just for navigating publicly available data, but for securely organizing, structuring, and analyzing personal data. This is where OPPO's focus on personalized, privacy-conscious AI represents a meaningful step forward in meeting these evolving expectations.

Is personalization the way forward to convince young consumers?

Personalization is an emerging theme in OPPO's AI strategy. Younger consumers are particularly open to targeted recommendations: In Omdia's study, 72% of respondents under 35 reported feeling positive or very positive toward personalized recommendations based on their smartphone usage, compared with 44% of those over 55. Younger consumers' familiarity with usage-based advertising throughout large parts of their lives is likely a key driver behind these differences. It highlights the potential for OPPO to engage its target demographic early, while broader adoption among older users will require careful education and trust-building.

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Figure 4: Younger respondents showed higher positivity toward personalized recommendations



Source: Omdia

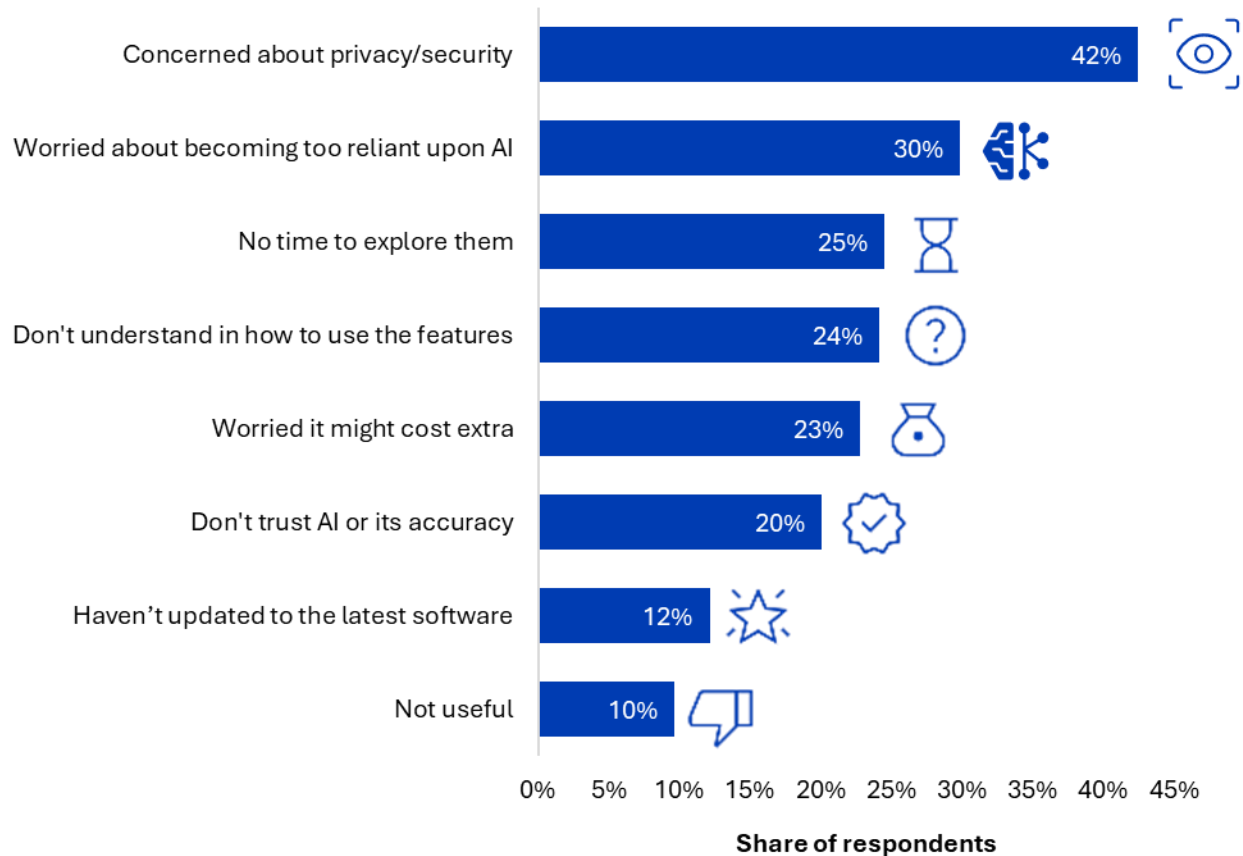
However, personalized AI will require a difficult balancing act between user confidence, compliance, and quality. Currently, privacy and security remain the leading barrier to wider adoption of AI on smartphones. In Omdia’s AI-focused smartphone study, 42% of respondents highlighted concerns around how personal data is collected and used as a main reason for not using AI features more extensively. Here, OPPO might have an opportunity through its user-controlled approach that allows individuals themselves to choose what data to integrate, directly addressing some of these concerns. OPPO’s Private Computing Cloud (PCC) approach—guaranteeing that user data is handled in a confidential environment where neither OPPO nor a third-party cloud service prices can access it, can serve as an additional benefit, particularly for the highly security conscious consumers. However, building trust and confidence takes time and effective communication, making it important for OPPO to act early.

Strategically, personalization had the potential to go beyond being a short-term marketing point and move toward building long-term stickiness. It can encourage frequent interaction, differentiate from the competition, and foster reliance upon device capabilities. For OPPO, much of this will hinge upon its communication and messaging. The art is to manage “show-don’t-tell,” actively demonstrating and explaining how AI works in ways that make sense to the user.

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Figure 5: Privacy and security concerns are the leading hurdle for wider utilization of AI features on smartphones

What currently limits you from using AI features on your smartphone more?



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Source: Omdia

Conclusive remarks

OPPO's reinforced focus on personalized AI with a privacy-conscious base marks a key step in its strategy to engage younger consumers. With the Reno14 and the upcoming Find X9 Series, OPPO is showcasing another strong commitment to bringing young consumers into its universe.

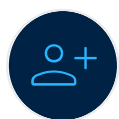
Additionally, the most important initiative for OPPO right now is to ensure this message reaches wide across the industry and the consumer audience. Finding effective ways to capture consumer attention—and, equally important, their imagination—is critical. AI features can allow OPPO to expand upon the universe its users interact within, aiming to create a limitless feeling through a combination of solutions, features, and devices. Combining it into one narrative alongside making sure that the message comes across in marketing campaigns and in channel partners' stores will be key success factors.

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Appendix

Note on the consumer study

The consumer research used in this report is based on an independent study conducted by Omdia, as a part of syndicated research in the Smartphone Horizons service. It has not been made or issued in relation to this report or to OPPO. Its findings and conclusions are independent and neutral, discovered and explored by the industry's leading analysts.



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