

China Smartphone Tracker, 1Q14

DIGITIMES Research
China smartphone and industry
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Introduction

- China's smartphone market has grown rapidly over the past few years, with screen sizes increasing and the number of apps growing.
- At the end of 2013, the Internet penetration rate in China was 46% and rising, and raised the first time in the smartphone market.
- China's smartphone market is projected to reach saturation by 2015, with sales from almost all major smartphone brands with an average price of \$150.

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Key factors affecting smartphone shipments to China in 4Q13

Factors	Item	Analysis	Influence on shipments
Supply: Markets/Clients	Demand recovery/ Better product price/performance ratio	Content only available for DIGITIMES Research data tracker customers	
	New shopping season and online channel		
Players: China players/ International brands	International brands		
	China first-tier players		
	China second-tier players		

Note: The more stars, the higher the influence. ↓ indicates negative influence, ↑ indicates a positive influence.

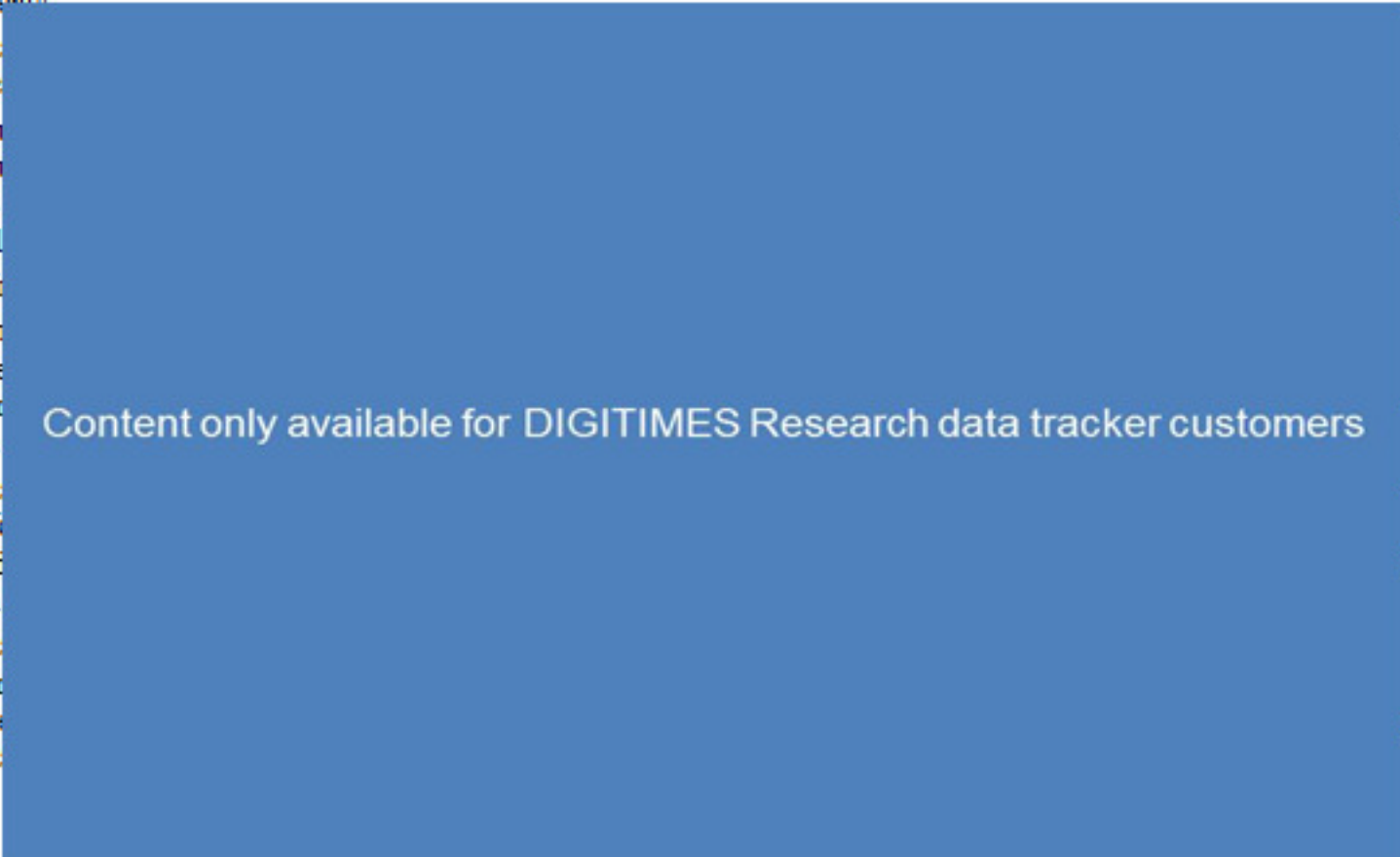
Key factors affecting smartphone shipments to China in 4Q13

- Markets/Clients:

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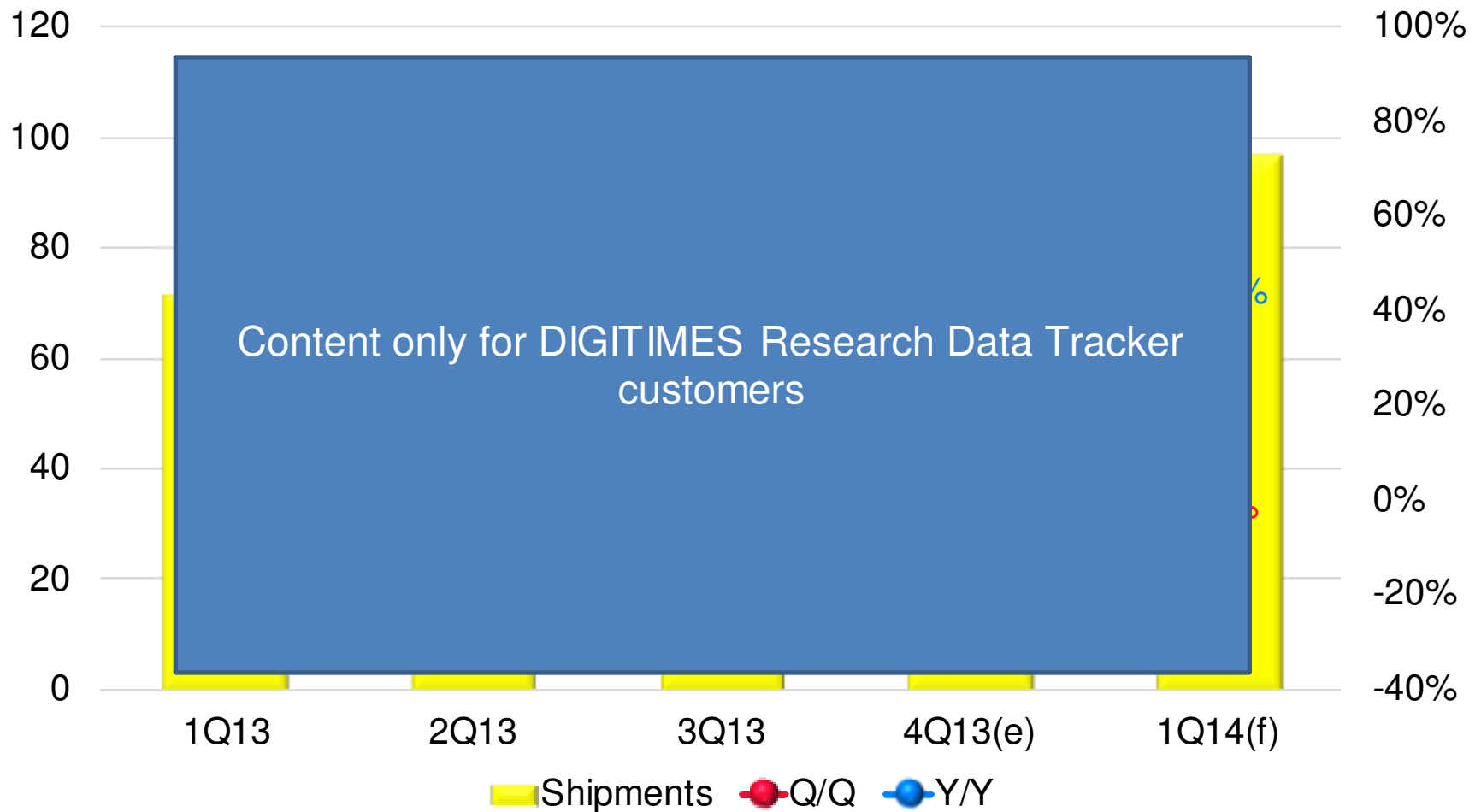
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China smartphone shipments, 1Q13-1Q14 (m units)



China smartphone shipments, 1Q13-1Q14 (m units)

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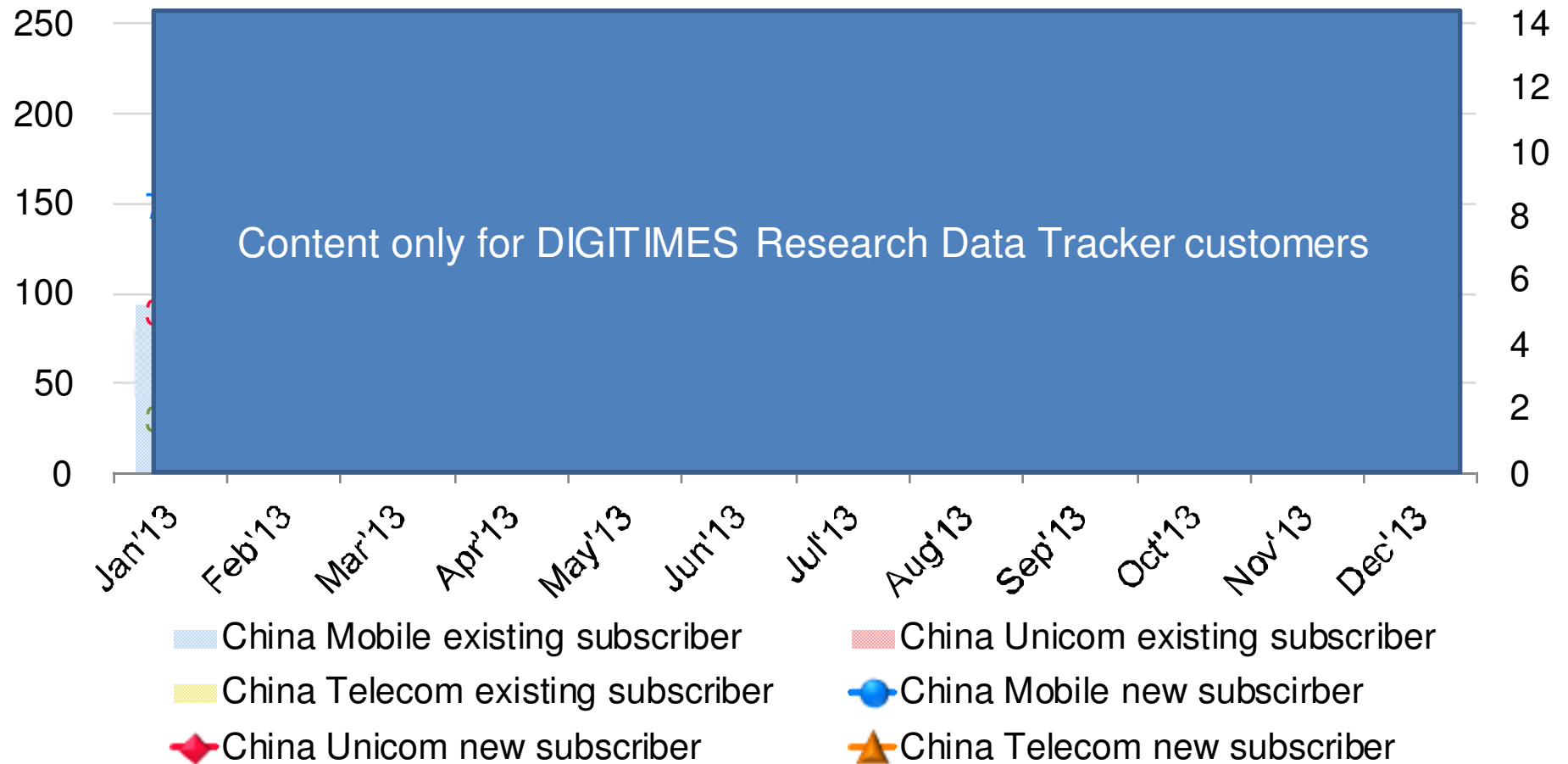
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3G service users and new subscribers for China telecom carriers, January-December 2013 (m units)



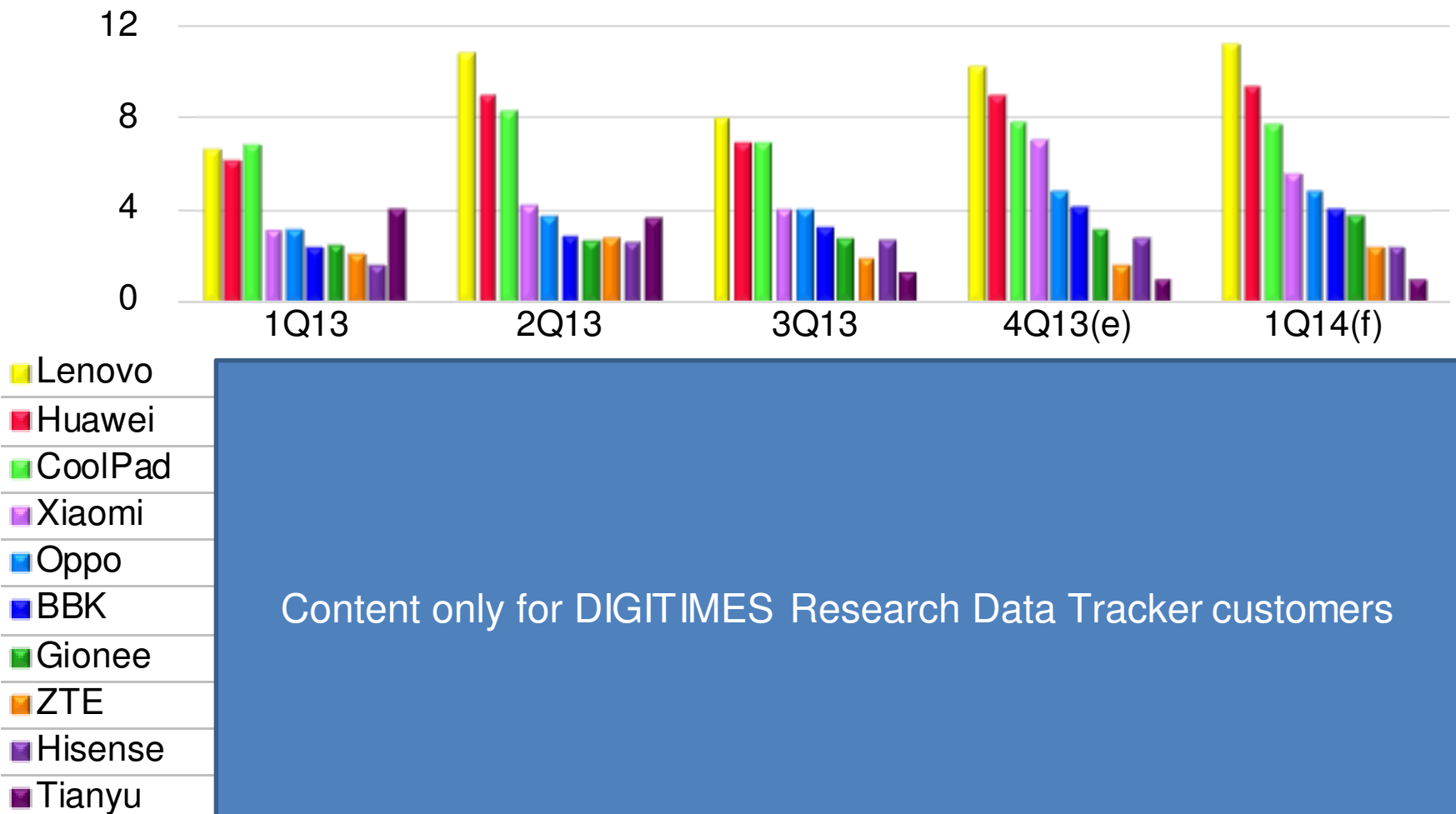
3G service users and new subscribers for China telecom carriers, January-December 2013 (m units)

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- China Mobile similar



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China smartphone market shipments, by China-based players, 1Q13-1Q14 (m units)



China smartphone market shipments, by China-based players, 1Q13-1Q14 (m units)

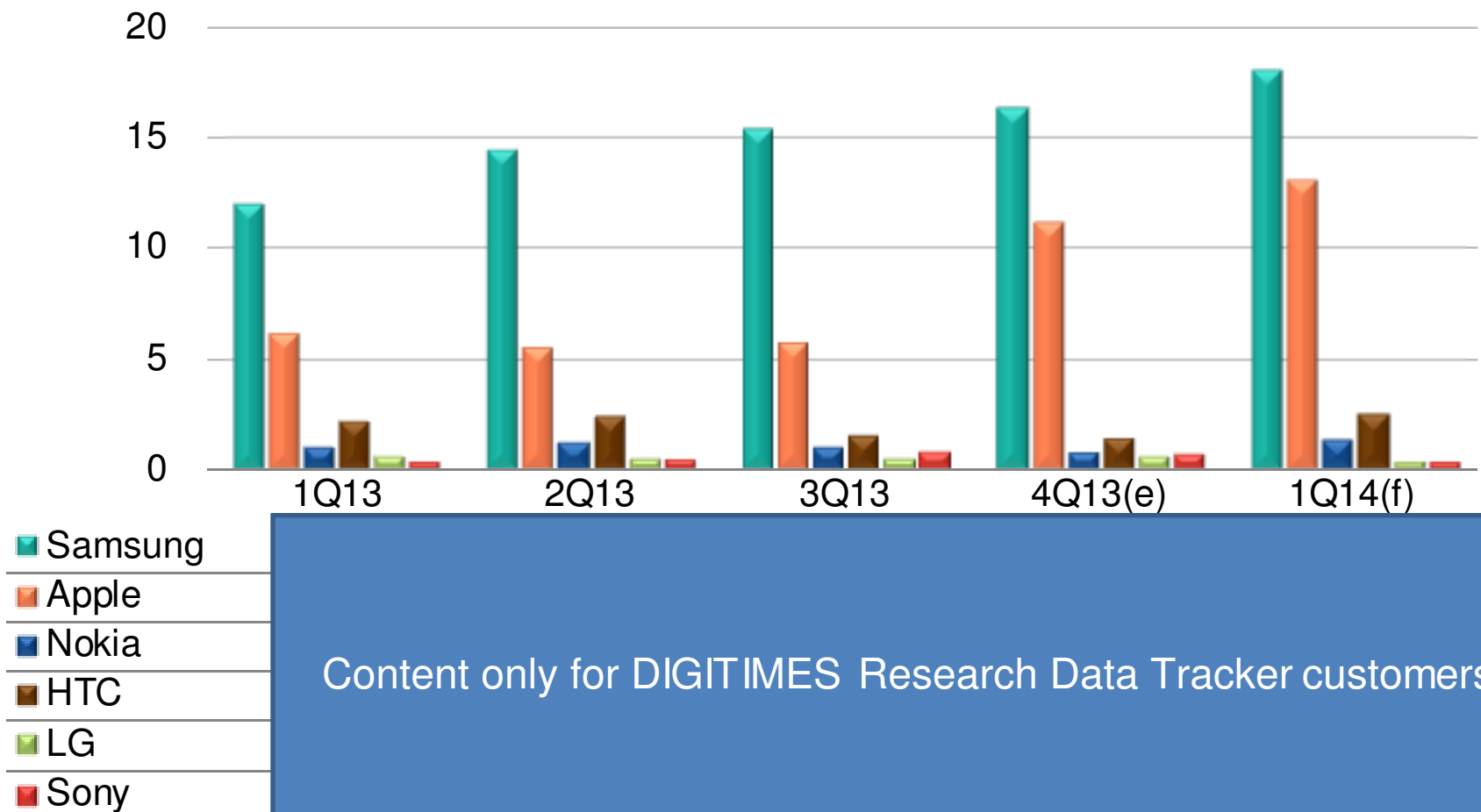
- Lenovo aiming to shift its smartphone shipments over
- Huawei rangecom
- Xiaomi joint

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China smartphone market shipments, by international brands, 1Q13-1Q14 (m units)



China smartphone market shipments, by international brands, 1Q13-1Q14 (m units)



China smartphone market shipment share, by all players, 1Q13-1Q14



- Samsung
- Apple
- Lenovo
- Huawei
- CoolPad
- Xiaomi
- Oppo
- BBK
- Gionee
- HTC
- Hisense
- ZTE
- Tianyu
- Other

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China smartphone market shipment share, by all players, 1Q13-1Q14

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China smartphone market, 2013

China market share of global smartphone shipments, 2012-2013 (m units)



China market share of global smartphone shipments, 2012-2013 (m units)

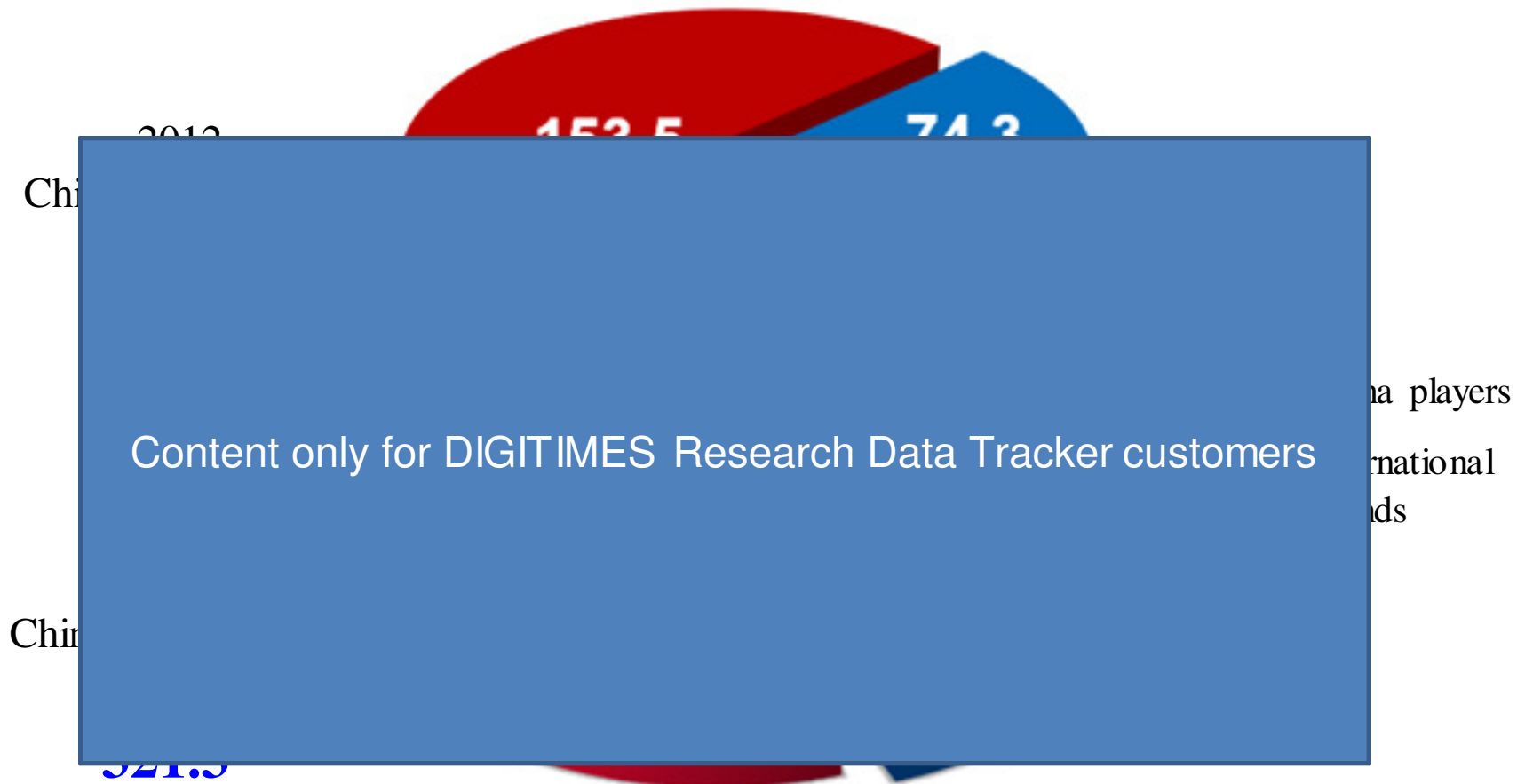
- China market share of global smartphone shipments, 2012-2013 (m units)
- The market share of China in the global smartphone market has been



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China smartphone market, shipments and share by local players and international brands, 2012-2013 (m units)

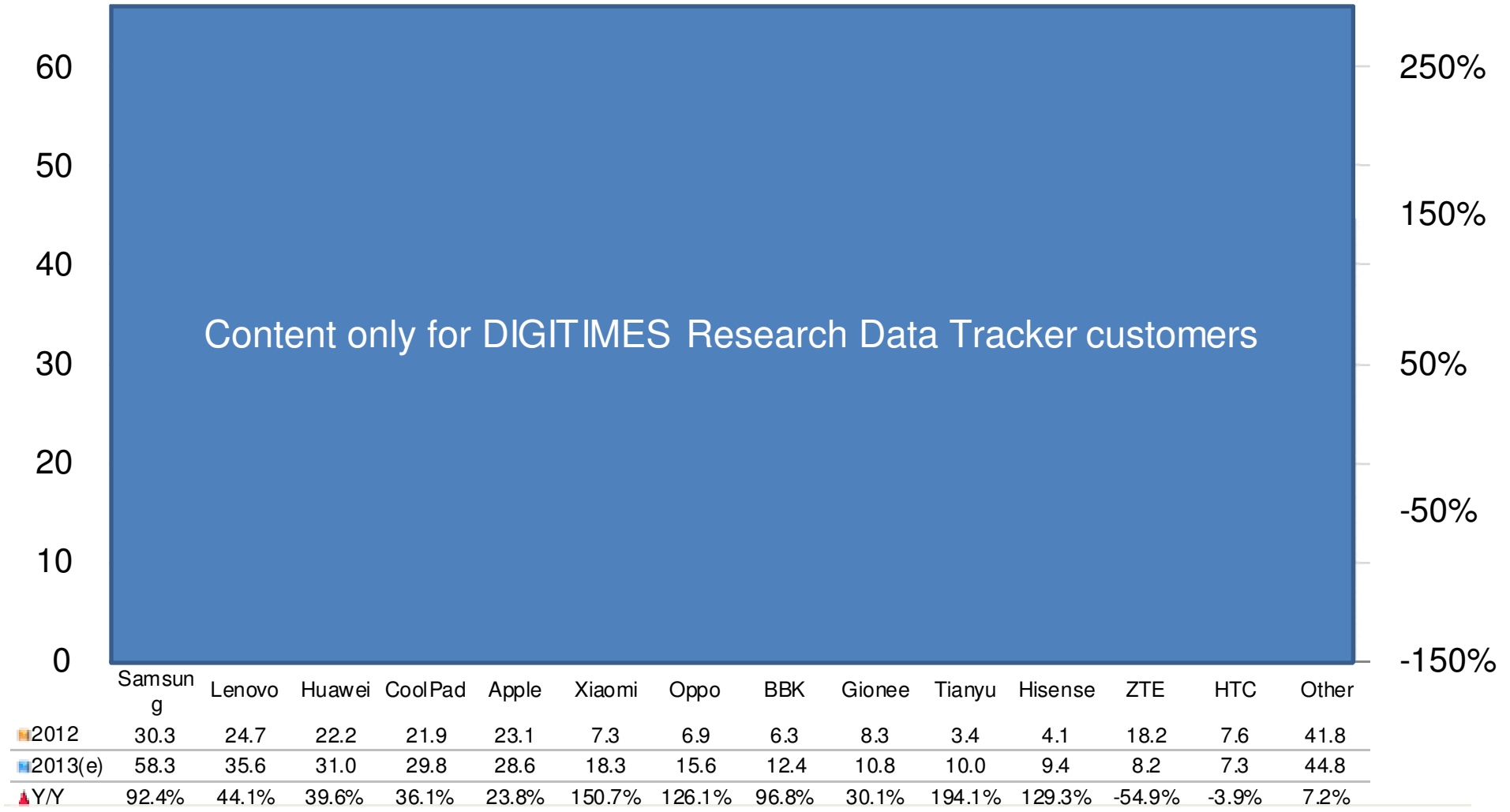


China smartphone market, shipments and share by local players and international brands, 2012-2013 (m units)

- China used 42 million smartphones
- International brands in China market

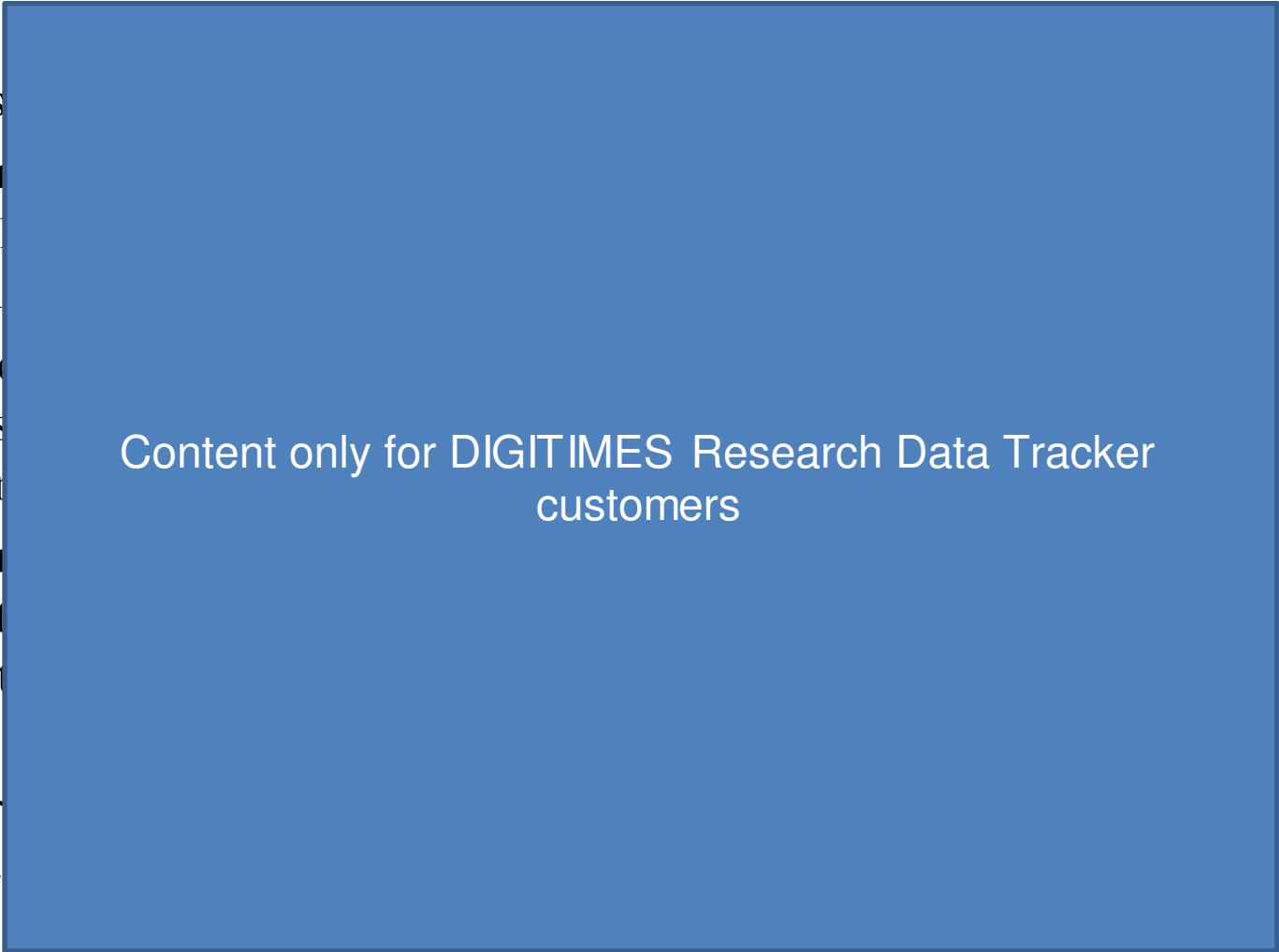
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China smartphone market shipments by all players, 2012-2013 (m units)



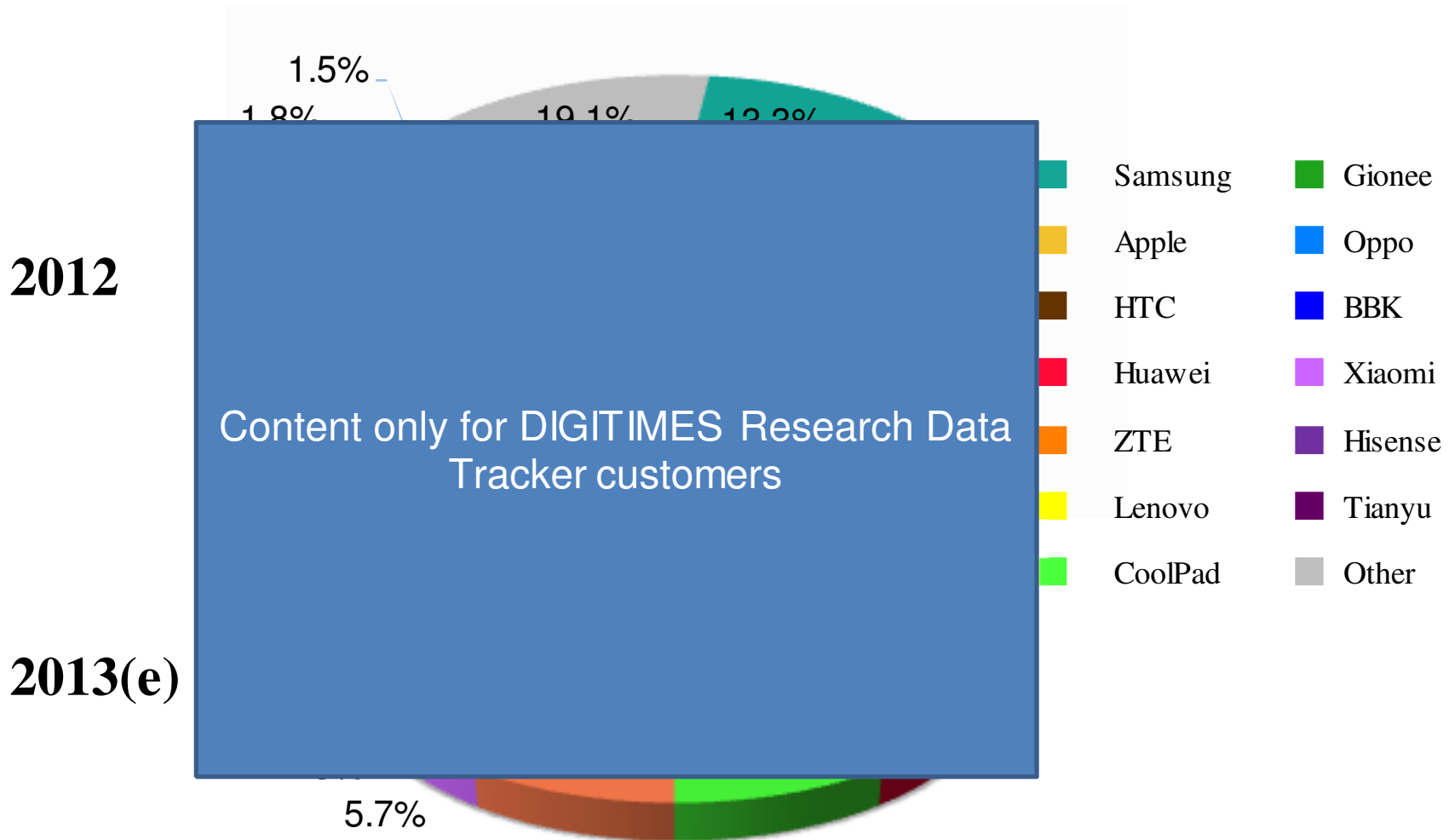
China smartphone market shipments by all players, 2012-2013 (m units)

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China smartphone shipment share by all players, 2012-2013



China smartphone shipment share by all players, 2012-2013

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China smartphone industry shipment performance, 4Q13 and 1Q14

Introduction

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Key factors affecting China players' smartphone shipments in 4Q13

Factors	Item	Analysis	Influence on shipments
Supply: Manufacturing and products	Component supply	Content only for DIGITIMES Research Data Tracker customers	
Demand: Clients and markets	First-tier smartphone vendors in China		
	China market		
	Emerging markets outside China		
	Mature markets worldwide		

Note: The more stars, the higher the influence. ↓ indicates negative influence, ↑ indicates a positive influence.

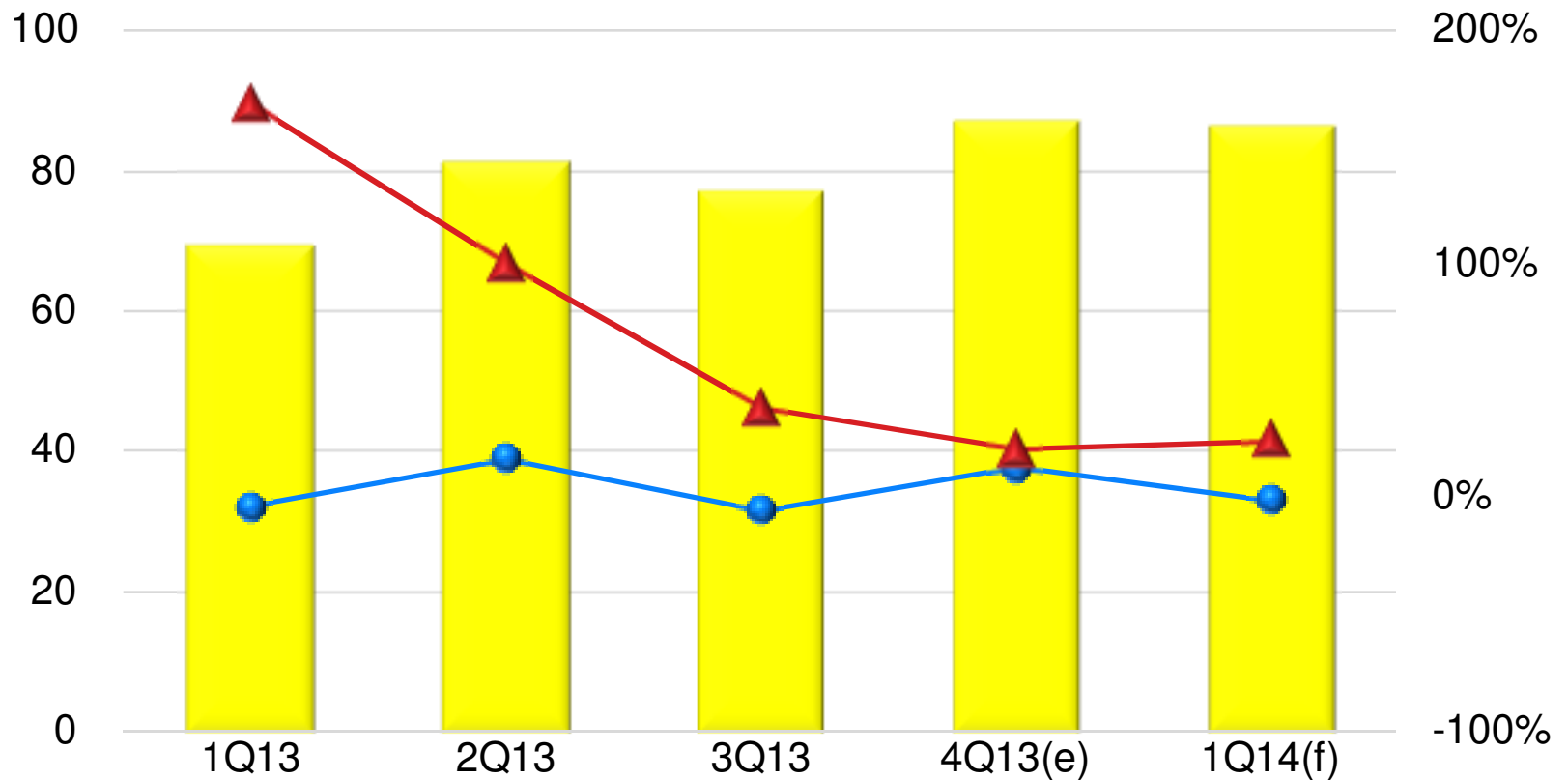
Key factors affecting China players' smartphone shipments in 4Q13

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China player smartphone shipments, 1Q13-1Q14 (m units)



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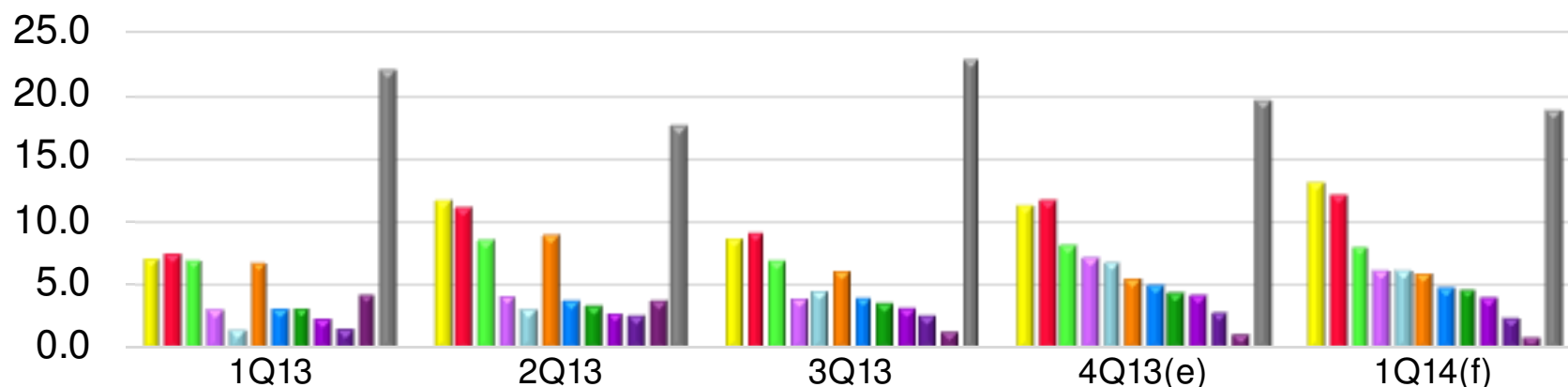
China player smartphone shipments, 1Q13-1Q14 (m units)

- Since the end of the first quarter of 2013, China's smartphone shipments have increased significantly.
- Digital shipments in 2014.



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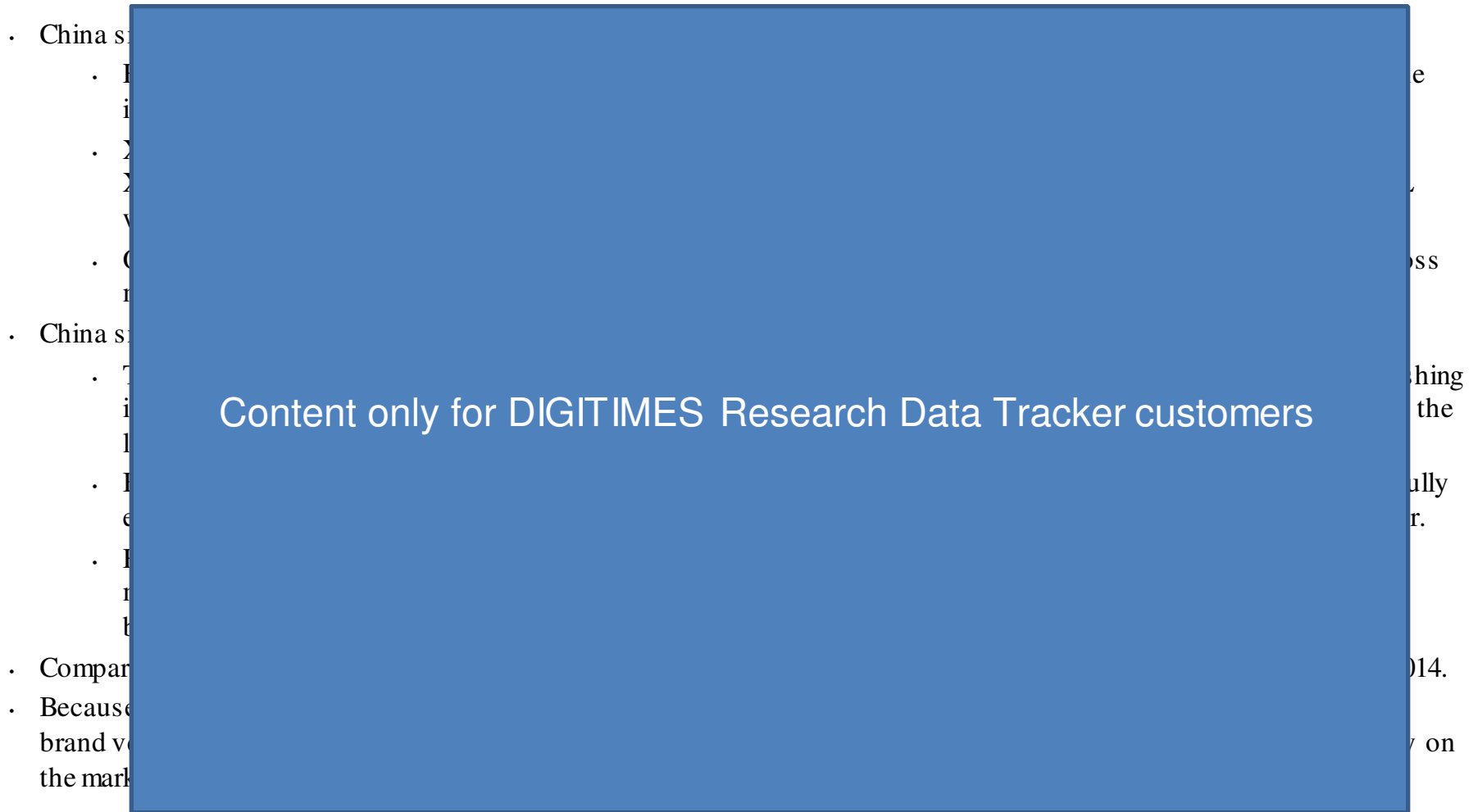
Shipments by China player, 1Q13-1Q14 (m units)



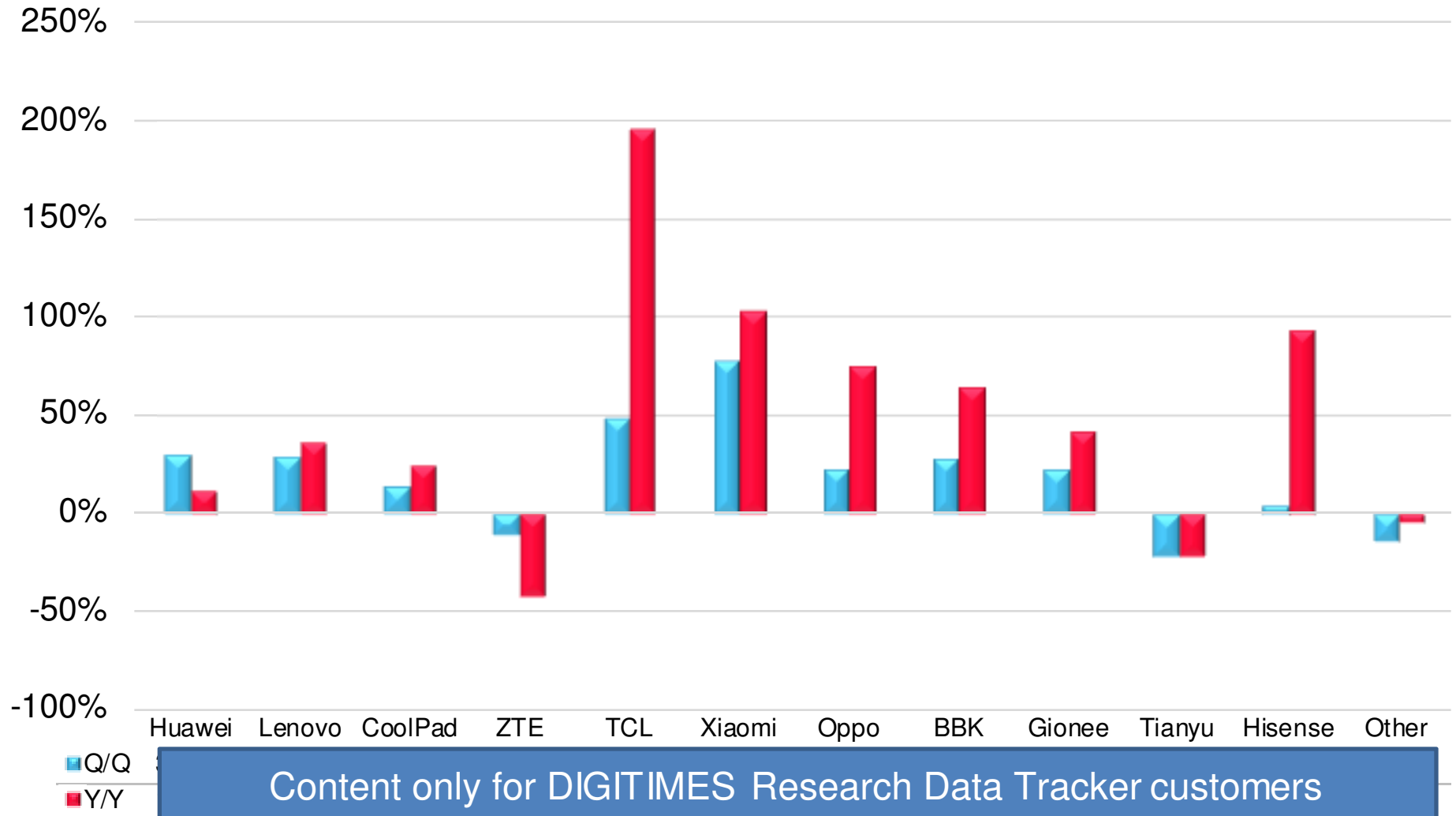
- Lenovo
- Huawei
- CoolPad
- Xiaomi
- TCL
- ZTE
- OPPO
- Gionee
- BBK
- Hisense
- Tianyu
- Other

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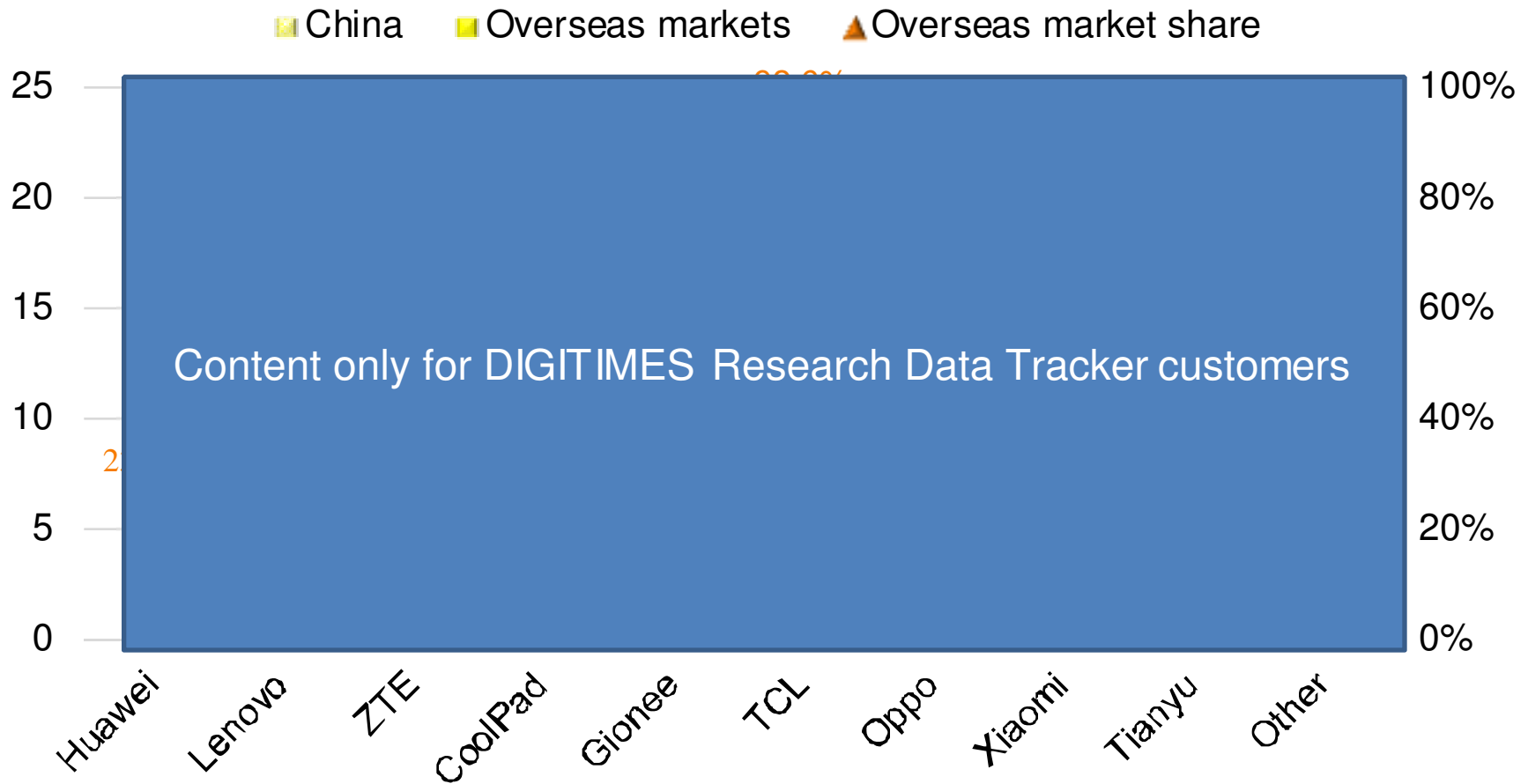
Shipments by China player, 1Q13-1Q14 (m units)



Y/Y shipment growth by China players, 4Q13



Shipments of China smartphone players by market, 4Q13 (m units)



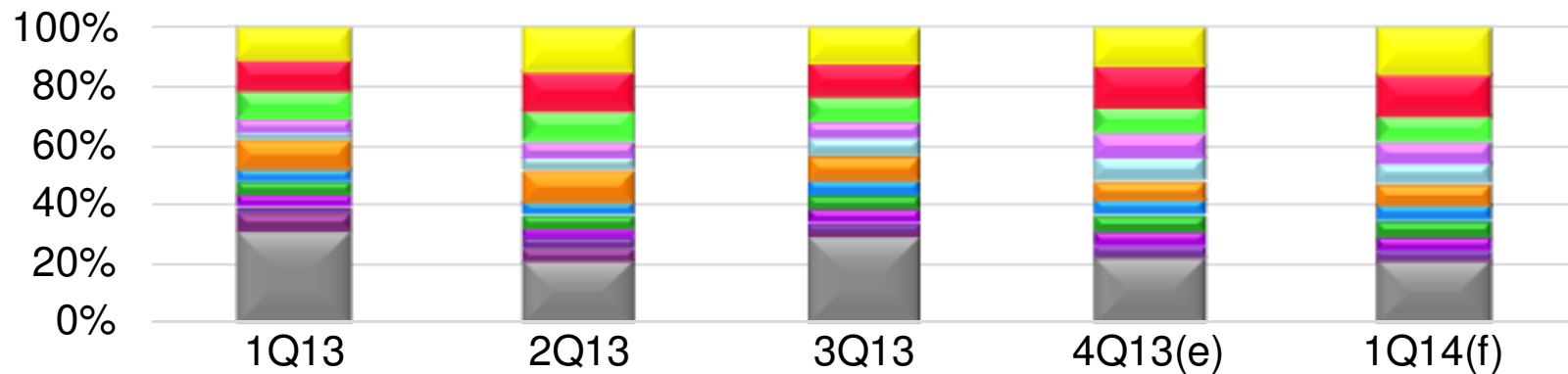
Shipments of China smartphone players by market, 4Q13 (m units)

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Shipment share by China player, 1Q13-1Q14



- Lenovo
- Huawei
- CoolPad
- Xiaomi
- TCL
- ZTE
- Oppo
- Gionee
- BBK
- Hisense
- Tianyu
- Other

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Shipment share by China player, 1Q13-1Q14

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China players' shipments, 2013

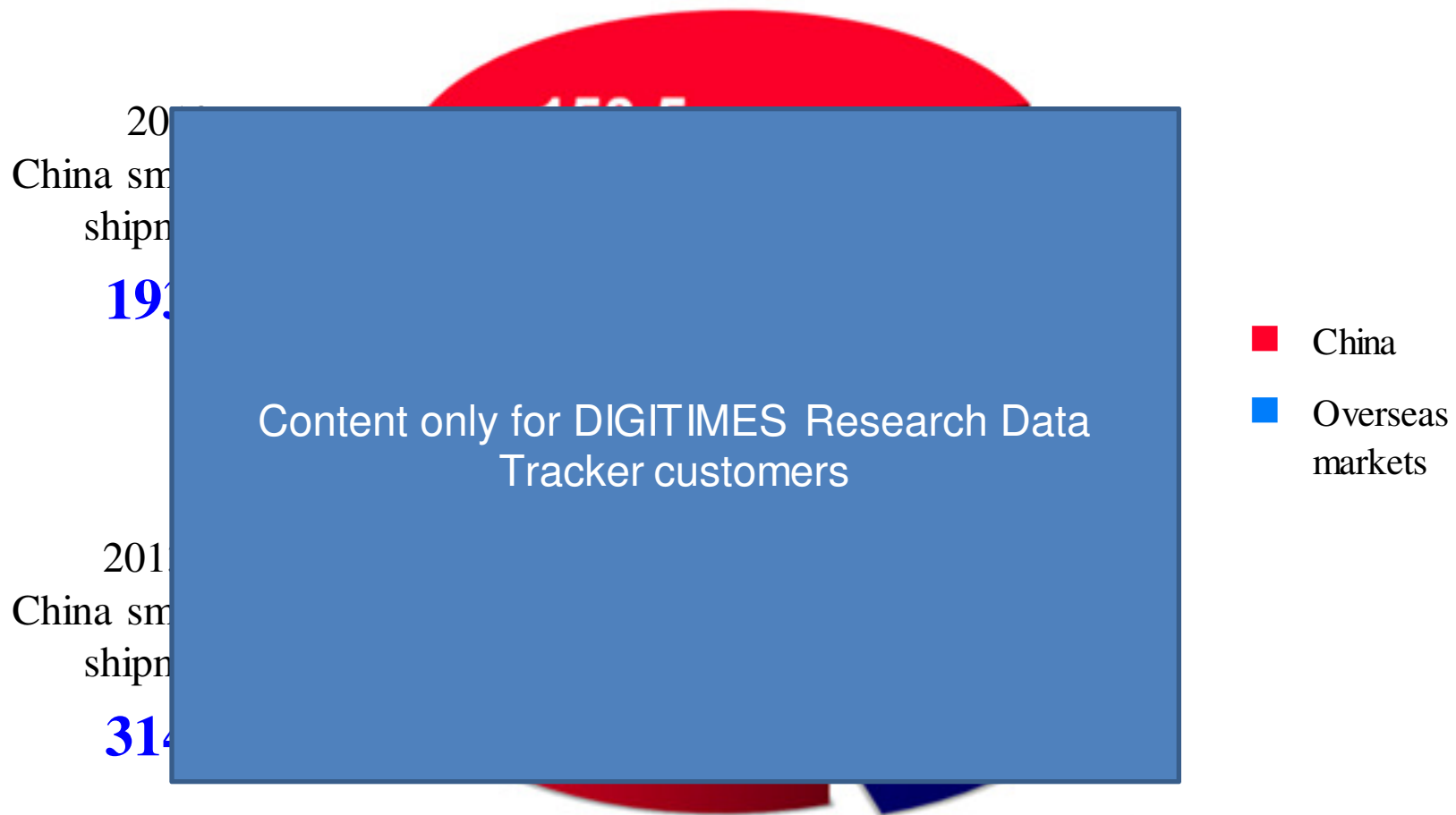
China players' share of worldwide smartphone shipments, 2012-2013 (m units)



China players' share of worldwide smartphone shipments, 2012-2013 (m units)



China smartphone shipments: Export shipments and share, 2012-2013 (m units)



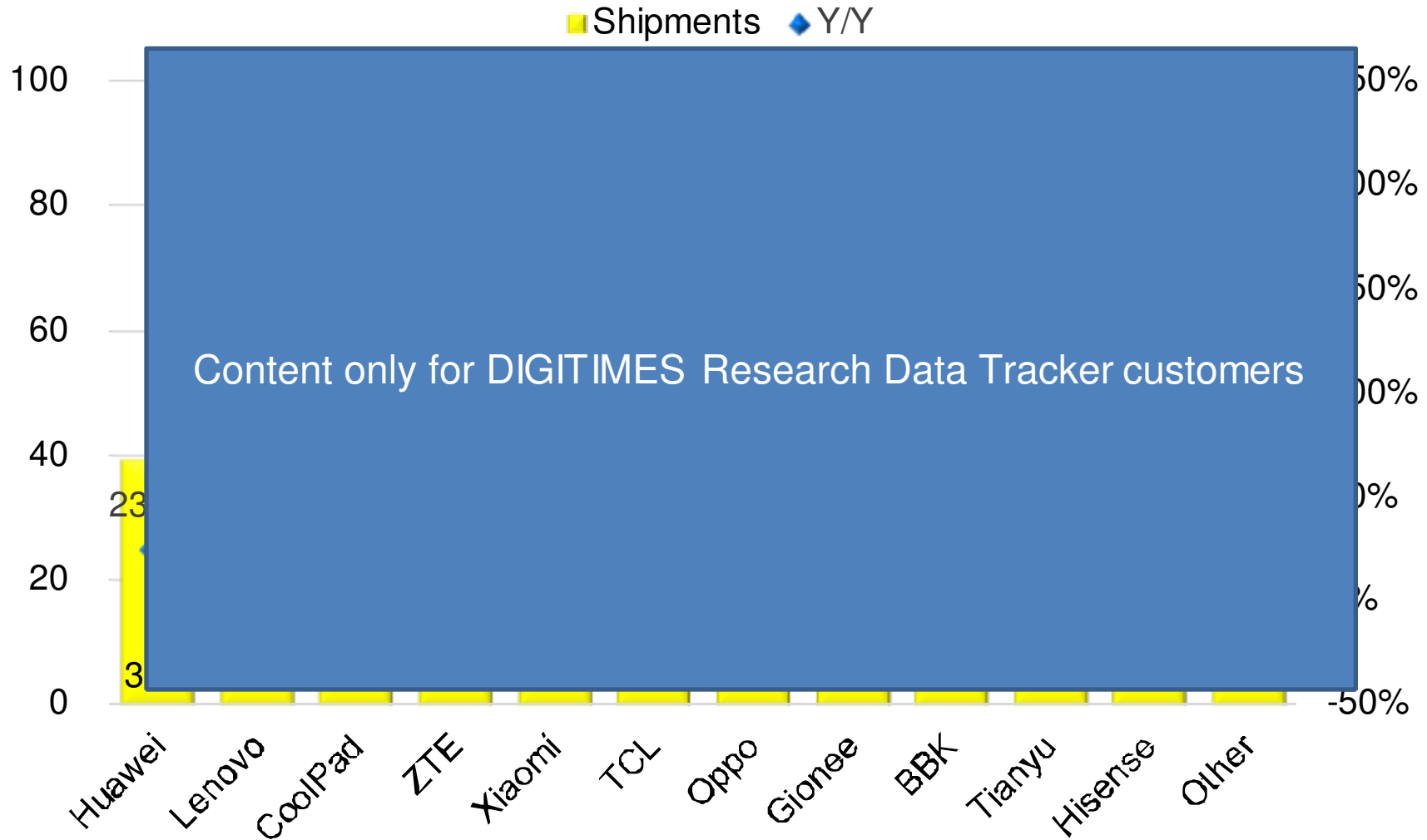
China smartphone shipments: Export shipments and share, 2012-2013 (m units)

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Shipments and Y/Y growth by player, 2013 (m units)



Shipments and Y/Y growth by player, 2013 (m units)

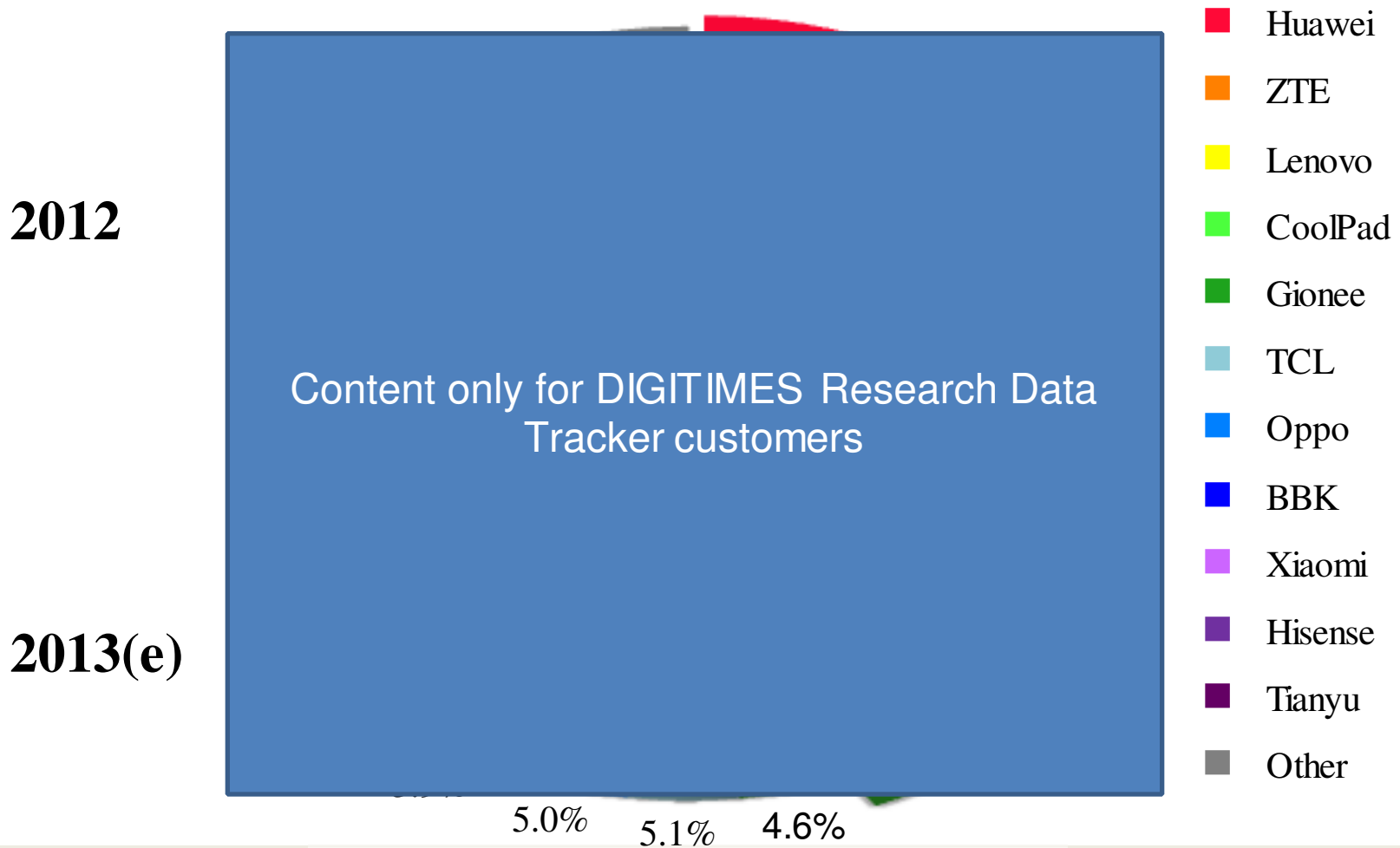
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Overall shipment share by player, 2012-2013



Overall shipment share by player, 2012-2013

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