

## Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments were 36.1 million, up 65.9 percent year-over-year(y/y). 41 new models were released in the month, up 32.3 percent y/y.

Over the past 3 months, domestic mobile phone shipments were 98.0 million and number of new model were 122, up 100.1 percent and 48.8 percent y/y respectively.

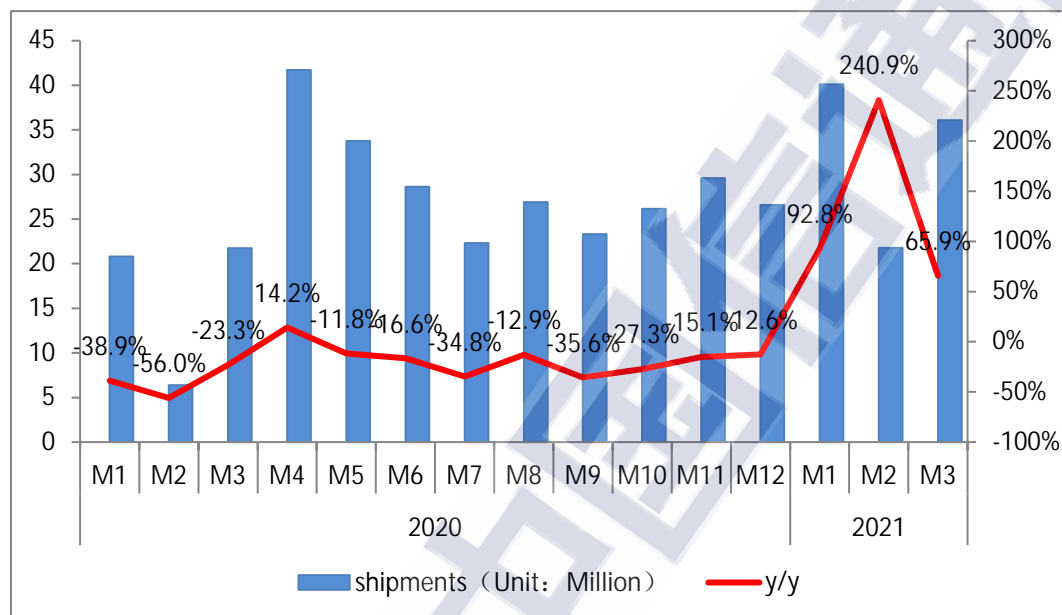


Chart 1: Domestic mobile phone shipments from January 2020 to March 2021

## Part 2. Development of 5G Mobile Phones

March domestic 5G mobile phone shipments were 27.5 million, and represented 76.2 percent of the total shipments. 16 new 5G models were released in the month, accounting for 39.0 percent of the total new models released in the month.

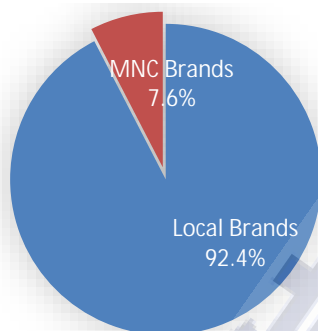
YTD 5G mobile phone shipments were 69.8 million units, and the total number of new models were 64, represented 71.3 percent and 52.5 percent respectively.

## Part 3. Local and MNC Brands of Mobile Phones

March local brands of mobile phone shipments were 33.4 million, up 76.7 percent y/y, accounting for 92.4 percent of the total shipments. Number of new models released by the local brands were 37, increased by 37.0 percent y/y, and represented 90.2 percent of the

total number of new models released in the month.

YTD local brands of Mobile phone shipments were 86.7 million, up 101.3 percent y/y, and accounted for 88.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 115, increased by 62.0 percent y/y, and represented 94.3 percent of the total number of new models.



**Chart 2: March 2021 mobile phone shipments by local and MNC brands**

#### **Part 4. Development of Smart Phones**

March smart phone shipments were 35.3 million, up 67.7 percent y/y, and accounted for 97.7 percent of the total shipments in the month. Over the past 3 months, smart phone shipments were 96.2 million, up 101.5 percent y/y, and represented 98.2 percent of the total shipments.

In March, 33 new smart phone models were released, up 26.9 percent y/y, and accounted for 80.5 percent of number of new models released in the month. Over the past 3 months, 98 new smart phone models were released, up 44.1 percent y/y, and accounted for 80.3 percent of the total number of new models.