

## Part 1. Overall Mobile Phone Market in China

July domestic mobile phone shipments were 28.7million, up 28.6 percent year-over-year(y/y). 26 new models were released in the month, down 38.1 percent y/y.

Over the past 7 months, domestic mobile phone shipments were 202.8 million and number of new model were 239, up 15.6 percent and down 6.6 percent y/y respectively.

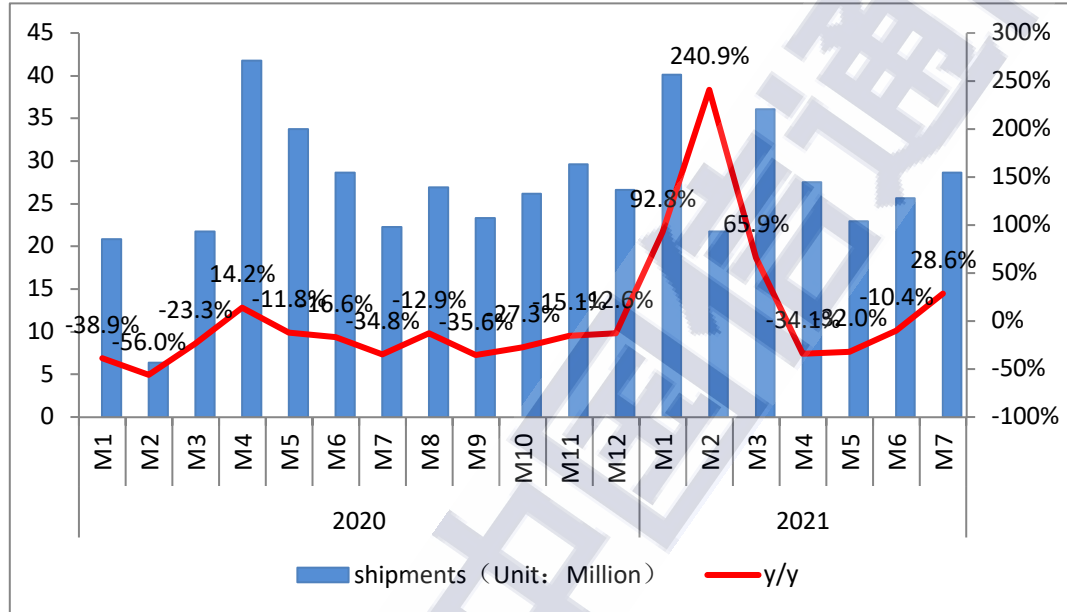


Chart 1: Domestic mobile phone shipments from January 2020 to July 2021

## Part 2. Development of 5G Mobile Phones

July domestic 5G mobile phone shipments were 22.8 million, and represented 79.6 percent of the total shipments. 11 new 5G models were released in the month, accounting for 42.3 percent of the total new models released in the month.

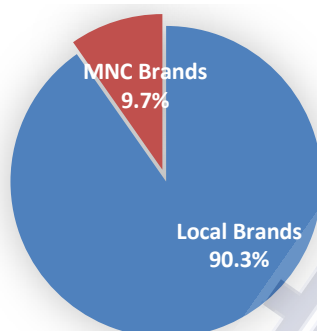
YTD 5G mobile phone shipments were 150.6 million units, and the total number of new models were 121, represented 74.3 percent and 50.6 percent respectively.

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

July local brands of mobile phone shipments were 25.9 million, up 24.9 percent y/y, accounting for 90.3 percent of the total shipments. Number of new models released by the local brands were 24 decreased by 36.8 percent y/y, and represented 92.3 percent of the

total number of new models released in the month.

YTD local brands of Mobile phone shipments were 181.2 million, up 13.3 percent y/y, and accounted for 89.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 218, decreased by 6.8 percent y/y, and represented 91.2 percent of the total number of new models.



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

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

July smart phone shipments were 27.8 million, up 30.6 percent y/y, and accounted for 96.8 percent of the total shipments in the month. Over the past 7 months, smart phone shipments were 198.7 million, up 16.8 percent y/y, and represented 98.0 percent of the total shipments.

In July, 21 new smart phone models were released, down 34.4 percent y/y, and accounted for 80.8 percent of number of new models released in the month. Over the past 7 months, 196 new smart phone models were released, down 1.0 percent y/y, and accounted for 82.0 percent of the total number of new models.