

# Authorized Release

China Mobile Phone Market Report

March, 2018

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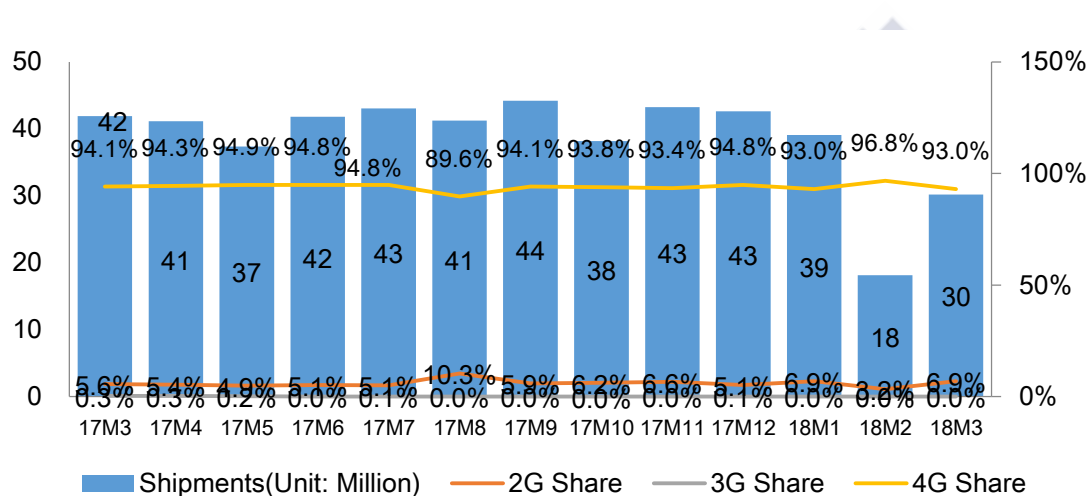
April, 2018

## Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments reached 30.2 million units, down 27.9 percent year over year. 80 new models were released in the month, down 37.5 percent year-over-year (y/y).

Over the past 3 months, domestic mobile phone shipments reached 87.4 million units and number of new model release reached 206 down 26.1 percent and 8.4 percent y/y respectively.

**Chart 1: Domestic mobile phone shipments from March 2017 to March 2018**



## Part 2. Development of 4G Mobile Phones

March domestic 4G mobile phone shipments were 28.1 million units, down 28.7 percent y/y, and represented 93.0 percent of the total shipments. 67 new 4G models were released in the month, down 40.2 percent y/y, accounting for 83.8 percent of the total new models this month.

Over the past 3 months, domestic 4G mobile phone shipments were 82.0 million units, down 27.1 percent y/y, and represented 93.8 percent of the total shipments. The total number of new model release reached 156, down 17.5 percent y/y, accounting for 75.7 percent of the total new model release.

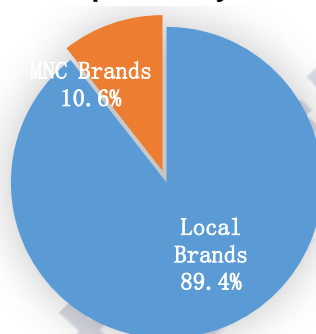
Of the total 4G mobile phone shipments this month, 94.0 percent of which were all networks supported, and 98.8%, 99.5%, 98.4%, 94.1% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

March mobile phone shipments by the local brands reached 27.0 million units, down 29.0 percent y/y, accounting for 89.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (78 units) decreased by 36.6 percent y/y, and represented 97.5 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2018 by the local brands reached 75.9 million units, down 27.8 percent y/y, and accounted for 86.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands (190 units) decreased by 10.8 percent y/y, and represented 92.2 percent of the total number of new model release in the domestic market.

**Chart 2: March 2018 mobile phone shipments by local and MNC brands**



### Part 4. Development of Smart Phones

March smart phone shipments were 28.1 million units, down 28.6 percent y/y, and accounted for 93.0 percent of the domestic mobile phone shipments in the month. Over the past 3 months, smart phone shipments were 81.9 million units, down 27.0 percent y/y, and represented 93.7 percent of domestic mobile phone shipments.

In March, 68 new smart phone models were released, down 37.0 percent y/y, and accounted for 85.0 percent of the number of new release. Over the past 3 months, 158 new smart phone models were released, down 15.1 percent y/y, and accounted for 76.7 percent of the number of new release.