Part 1. Overall Mobile Phone Market in China

April domestic mobile phone shipments reached 34.3 million units, down 16.7 percent year over year. 55 new models were released in the month, down 53.8 percent year-over-year (y/y).

Over the past 4 months, domestic mobile phone shipments reached 121.6 million units and number of new model release reached 261, down 23.7 percent and 24.1 percent y/y respectively.



Chart 1: Domestic mobile phone shipments from April 2017 to April 2018

Part 2. Development of 4G Mobile Phones

April domestic 4G mobile phone shipments were 32.7 million units, down 15.8 percent y/y, and represented 95.4 percent of the total shipments. 43 new 4G models were released in the month, down 54.3 percent y/y, accounting for 78.2 percent of the total new models this month.

Over the past 4 months, domestic 4G mobile phone shipments were 114.6 million units, down 24.2 percent y/y, and represented 94.3 percent of the total shipments. The total number of new model release reached 199, down 29.7 percent y/y, accounting for 76.2 percent of the total new model release.

Of the total 4G mobile phone shipments this month, 95.6 percent of which were all networks supported, and 99.2%, 99.0%, 98.4%, 96.5% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

Part 3. Local and MNC Brands of Mobile Phones

April mobile phone shipments by the local brands reached 31.6 million units, down 17.7 percent y/y, accounting for 92.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (52 units) decreased by 53.2 percent y/y, and represented 94.5 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2018 by the local brands reached 107.5 million units, down 25.1 percent y/y, and accounted for 88.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (242 units) decreased by 25.3 percent y/y, and represented 92.7 percent of the total number of new model release in the domestic market.





Part 4. Development of Smart Phones

April smart phone shipments were 32.7 million units, down 15.3 percent y/y, and accounted for 95.4 percent of the domestic mobile phone shipments in the month. Over the past 4 months, smart phone shipments were 114.5 million units, down 24.0 percent y/y, and represented 94.2 percent of domestic mobile phone shipments.

In April, 43 new smart phone models were released, down 53.3 percent y/y, and accounted for 78.2 percent of the number of new release. Over the past 4 months, 201 new smart phone models were released, down 27.7 percent y/y, and accounted for 77.0 percent of the number of new release.