

# **AuthorizedRelease**

**ChinaMobile Phone Market Report**

**May, 2016**

Published by

China Academy of Information and Communications Technology

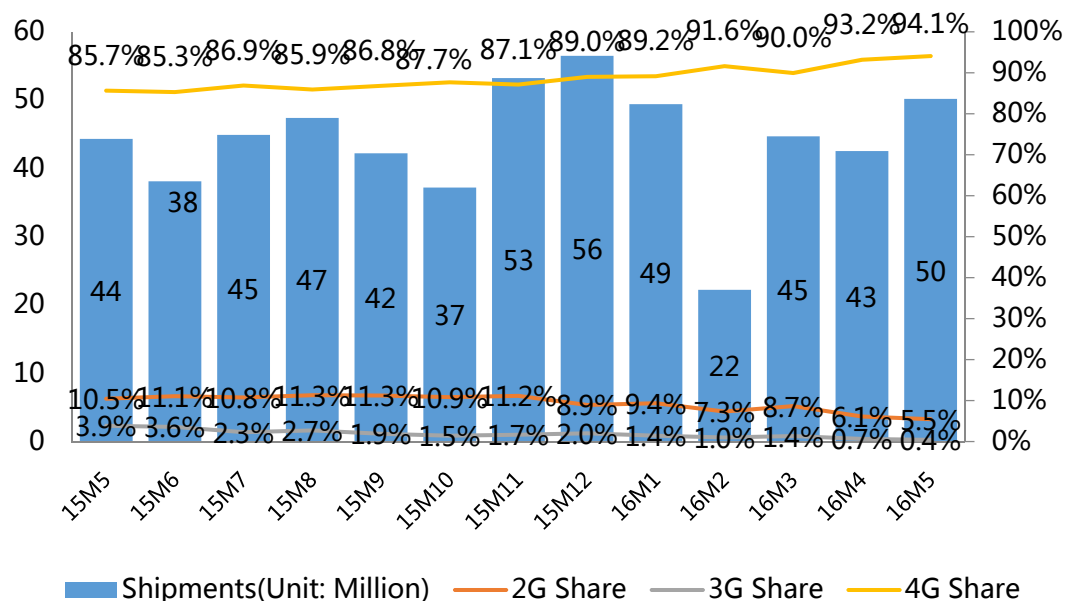
June, 2016

## Part 1. Overall Mobile Phone Market in China

May domestic mobile phone shipments reached 50.2 million units, up 13.2 percent year over year. 117 new models were released in the month, down 25.5 percent year over year.

YTD domestic mobile phone shipments reached 209.0 million units and YTD number of new model release reached 625, up 5.3 percent and down 5.3 percent year over year, respectively.

**Chart 1: Domestic mobile phone shipments from May 2015 to May 2016**



## Part 2. Development of 4G Mobile Phones

May domestic 4G mobile phone shipments were 47.2 million units, up 24.3 percent year over year, and represented 94.1 percent of the total shipments. 102 new 4G models were released in the month, down 9.7 percent year over year, accounting for 87.2 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 191.5 million units, up 18.1 percent year over year, and represented 91.6 percent of the total shipments. YTD number of new model release reached 527, up 14.1 percent year over year, accounting for 84.3 percent of the total new model release.

Out of the total 4G mobile phone shipments this month, 65.7%, 95.2%, 62.6% and 54.9% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA and cdma2000 network, respectively.

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

May mobile phone shipments by the local brands reached 45.5 million units, up 20.6 percent year over year, accounting for 90.6 percent of the domestic mobile phone shipments. Number of new model released by the local brands (112 units) decreased by 25.8 percent year over year, and represented 95.7 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 184.4 million units, up 15.7 percent year over year, and accounted for 88.2 percent of the domestic mobile phone shipments. Number of new models released by the local brands (597 units) decreased by 4.0 percent year over year, representing 95.5 percent of the total number of new model release in the domestic market in the month.

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



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

May smart phone shipments were 47.4 million units, up 19.8 percent year over year, and accounted for 94.4 percent of the domestic mobile phone shipments in the month. Of the

total smartphones shipments, 38.1 million units were Android-based.

YTD smart phone shipments were 192.9 million units, up 10.9 percent year over year, and represented 92.3percent of the YTD domestic mobile phone shipments. Of the total smart phones shipments, 160.9 million units were Android-based.

In May, 103 new smart phone models were released, including 70 Android smart phones. Number of new smart phone released in the month was down 18.3 percent year over year, and accounted for 88.0 percent of the number of new release.

YTD number of new model release reached 531, including 388Android smart phones, up4.3 percent year over year, and represented 85.0 percent of the YTD total number of new model release.