

# **Authorized Release**

**China Mobile Phone Market Report**

**July, 2017**

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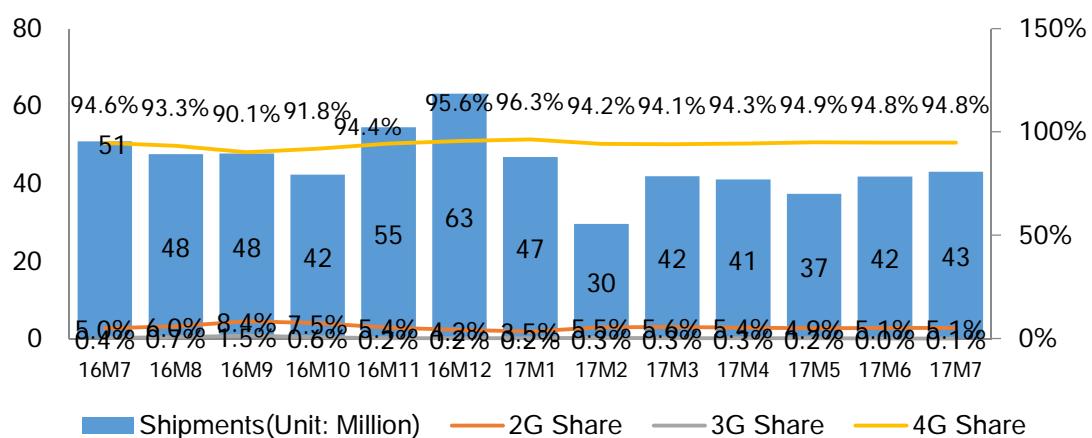
August, 2017

## Part 1. Overall Mobile Phone Market in China

July domestic mobile phone shipments reached 43.0 million units, down 15.4 percent year over year. 45 new models were released in the month, down 67.2 percent year over year.

YTD domestic mobile phone shipments reached 281.6 million units and YTD number of new model release reached 610, down 7.5 percent and 32.2 percent year over year, respectively.

**Chart 1: Domestic mobile phone shipments from July 2016 to July 2017**



## Part 2. Development of 4G Mobile Phones

July domestic 4G mobile phone shipments were 40.8 million units, down 15.2 percent year over year, and represented 94.8 percent of the total shipments. 33 new 4G models were released in the month, down 72.7 percent year over year, accounting for 73.3 percent of the total new models this month.

YTD domestic 4G mobile phone shipments were 267.1 million units, down 5.1 percent year over year, and represented 94.8 percent of the total shipments. YTD number of new model release reached 495, down 35.7 percent year over year, accounting for 81.1 percent of the total new model release.

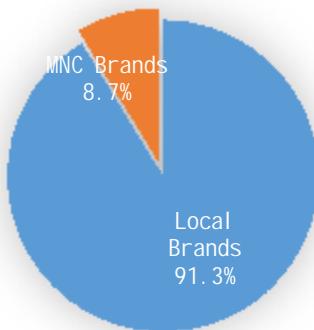
Out of the total 4G mobile phone shipments this month, 88.8 percent of which were all networks supported, and 98.0%, 99.1%, 97.5%, 89.3% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

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

July mobile phone shipments by the local brands reached 39.3 million units, down 17.5 percent year over year, accounting for 91.3 percent of the domestic mobile phone shipments. Number of new models released by the local brands (42 units) decreased by 68.4 percent year over year, and represented 93.3 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 255.1 million units, down 6.6 percent year over year, and accounted for 90.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (575 units) decreased by 33.1 percent year over year, and represented 94.3 percent of the total number of new model release in the domestic market.

**Chart 2: July 2017 mobile phone shipments by local and MNC brands**



## Part 4. Development of Smart Phones

July smart phone shipments were 40.8 million units, down 15.3 percent year over year, and accounted for 94.8 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 35.3 million units were Android-based.

YTD smart phone shipments were 266.5 million units, down 5.8 percent year over year, and represented 94.6 percent of the YTD domestic mobile phone shipments. Of the total smart phone shipments, 222.3 million units were Android-based.

In July, 32 new smart phone models were released, including 28 Android smart phones. Number of new smart phones released in the month was down 73.6 percent year over year, and accounted for 71.1 percent of the number of new release.

YTD number of new model release reached 482, including 360 Android smart phones, down 37.8 percent year over year, and represented 79.0 percent of the YTD total number of new model release.