

Authorized Release

China Mobile Phone Market Report

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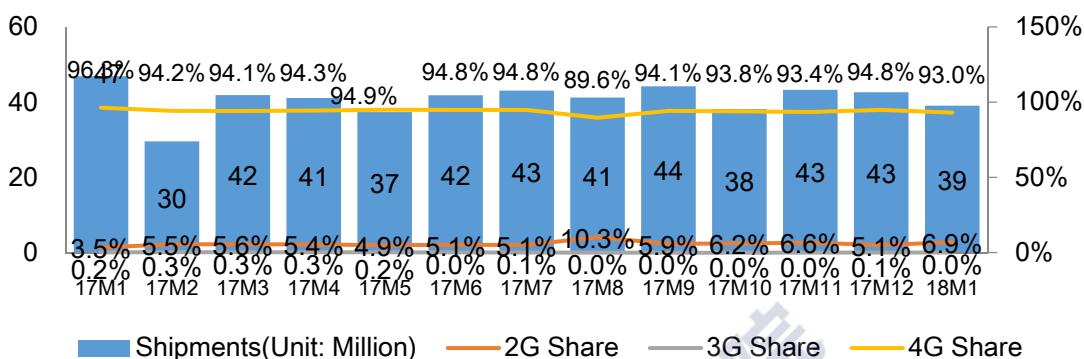
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Part 1. Overall Mobile Phone Market in China

January domestic mobile phone shipments reached 39.1 million units, down 16.6 percent year over year. 51 new models were released in the month, down 19.0 percent year-over-year (y/y).

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



Part 2. Development of 4G Mobile Phones

January domestic 4G mobile phone shipments were 36.3 million units, down 19.5 percent y/y, and represented 93.0 percent of the total shipments. 33 new 4G models were released in the month, down 34.0 percent y/y, accounting for 64.7 percent of the total new models this month.

Of the total 4G mobile phone shipments this month, 91.4 percent of which were all networks supported, and 98.5%, 99.3%, 98.0%, 91.5% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA, cdma2000 network, respectively.

Part 3. Local and MNC Brands of Mobile Phones

January mobile phone shipments by the local brands reached 33.5 million units, down 18.0 percent y/y, accounting for 85.7 percent of the domestic mobile phone shipments. Number of new models released by the local brands (45 units) dropped by 22.4 percent y/y, and represented 88.2 percent of the total number of new model release in the month.

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



Part 4. Development of Smart Phones

January smart phone shipments were 36.3 million units, down 19.4 percent y/y, and accounted for 92.9 percent of the domestic mobile phone shipments in the month. Of the total smart phone shipments, 29.5 million units were Android-based.

In January, 33 new smart phone models were released, including 31 Android smart phones. Number of new smart phones released in the month was down 35.3 percent y/y, and accounted for 64.7 percent of the number of new release.

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