

Part 1. Overall Mobile Phone Market in China

July domestic mobile phone shipments were 22.3 million, down 34.8 percent year-over-year(y/y). 40 new models were released in the month, down 23.1 percent y/y.

Over the past 7 months, domestic mobile phone shipments were 175.4 million and number of new model were 256, down 20.4 percent and 14.1 percent y/y respectively.

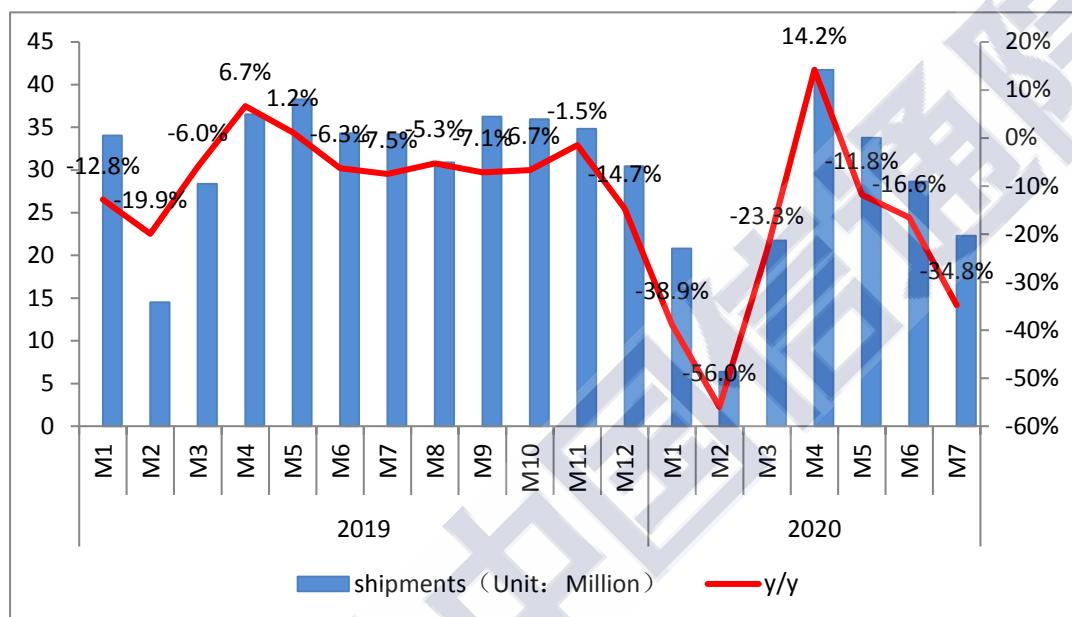


Chart 1: Domestic mobile phone shipments from January 2019 to July 2020

Part 2. Development of 5G Mobile Phones

July domestic 5G mobile phone shipments were 13.9 million, and represented 62.4 percent of the total shipments. 14 new 5G models were released in the month, accounting for 35.0 percent of the total new models released in the month.

YTD 5G mobile phone shipments were 77.5 million units, and the total number of new models were 119.

Part 3. Local and MNC Brands of Mobile Phones

July local brands of mobile phone shipments were 20.7 million, down 35.1 percent y/y, accounting for 92.9 percent of the total shipments. Number of new models released by the local brands were 36, decreased by 16.3 percent y/y, and represented 90.0 percent of the total number of new models released in the month.

YTD local brands of Mobile phone shipments were 160.0 million, down 21.7 percent y/y, and accounted for 91.2 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 234, decreased by 11.4 percent y/y, and represented 91.4 percent of the total number of new models.



Chart 2: July 2020 mobile phone shipments by local and MNC brands

Part 4. Development of Smart Phones

July smart phone shipments were 21.3 million, down 35.5 percent y/y, and accounted for 95.3 percent of the total shipments in the month. Over the past 7 months, smart phone shipments were 170.1 million, down 19.2 percent y/y, and represented 97.0 percent of the total shipments.

In July, 30 new smart phone models were released, down 16.7 percent y/y, and accounted for 75.0 percent of number of new models released in the month. Over the past 7 months, 197 new smart phone models were released, down 13.6 percent y/y, and accounted for 77.0 percent of the total number of new models.