

## Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments were 21.5 million, down 40.5 percent year-over-year(y/y). 44 new models were released in the month, up 7.3 percent y/y.

Over the past 3 months, domestic mobile phone shipments were 69.3 million and number of new model were 103, down 29.2 percent and down 15.6 percent y/y respectively.

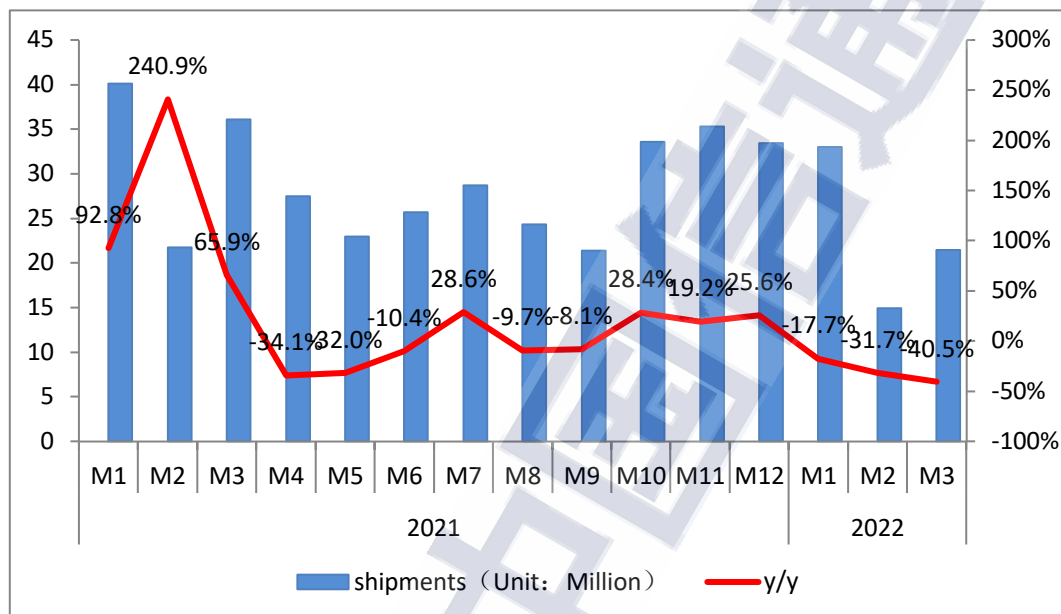


Chart 1: Domestic mobile phone shipments from January 2021 to March 2022

## Part 2. Development of 5G Mobile Phones

March domestic 5G mobile phone shipments were 16.2 million, and represented 75.4 percent of the total shipments. 27 new 5G models were released in the month, accounting for 61.4 percent of the total new models released in the month.

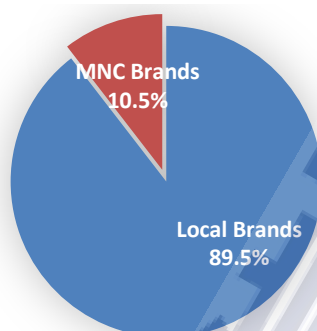
YTD 5G mobile phone shipments were 53.9 million units, and the total number of new models were 57 represented 77.7 percent and 55.3 percent respectively.

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

March local brands of mobile phone shipments were 19.2 million, down 42.4 percent y/y, accounting for 89.5 percent of the total shipments. Number of new models released by the local brands were 43, increased by 16.2 percent y/y, and represented 97.7 percent of the

total number of new models released in the month.

YTD local brands of Mobile phone shipments were 57.6 million, down 33.5 percent y/y, and accounted for 83.1 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 98 decreased by 14.8 percent y/y, and represented 95.1 percent of the total number of new models.



**Chart 2: March 2022 mobile phone shipments by local and MNC brands**

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

March smart phone shipments were 21.0 million, down 40.4 percent y/y, and accounted for 98.0 percent of the total shipments in the month. Over the past 3 months, smart phone shipments were 68.1 million, down 29.2 percent y/y, and represented 98.2 percent of the total shipments.

In March, 35 new smart phone models were released, up 6.1 percent y/y, and accounted for 79.5 percent of number of new models released in the month. Over the past 3 months, 85 new smart phone models were released, down 13.3 percent y/y, and accounted for 82.5 percent of the total number of new models.