

Report on the Chinese mobile phone market 2019-2023

<https://marketpublishers.com/r/R5D5689315BEN.html>

Date: May 2018

Pages: 106

Price: US\$ 5,000.00 (Single User License)

ID: R5D5689315BEN

Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

Since their initial creation during the 70s, mobile phones have evolved from being a strict communication-only device to a device that combines many different functions into a small form factor, and are now on the verge of being granted access to 5G networks. However, it is worth noting that while smartphones are the main devices in the world of today, traditional mobile phones still exist in some form, and are still available for purchase through readily accessible channels alongside smartphones.

The Chinese mobile phone market produced a total of XX billion phones of which XX million were mobile phones, XX million were 4G phones and smartphones were XX million. XX% of smartphone shipments were android phones. The Chinese phone market shipped a total of XX million phones from January to April in 2018.

While smartphone markets in developed countries have almost reached full capacity, developing countries such as China, India and Africa are beginning to see a large increase in the amount of low-to-mid-range models. The lower penetration rates for smartphones in developing countries as well as the large populations in developing countries are causing the smartphone market to be centered around developing countries.

Contents

CHAPTER 1 MOBILE PHONE INDUSTRY OVERVIEW

- 1.1 Definition
- 1.2 Phone types and applications

CHAPTER 2 GLOBAL SMARTPHONE MARKET ANALYSIS

- 2.1 Global smartphone market development analysis
 - 2.1.1 Sales
 - 2.1.2 Shipments
 - 2.1.3 Market share
- 2.2 Main smartphone markets across the world
 - 2.2.1 US
 - 2.2.2 Europe
 - 2.2.3 Japan
- 2.3 Competitiveness analysis
 - 2.3.1 Market analysis
 - 2.3.1.1 Market competition overview
 - 2.3.1.2 Shipments by brands
 - 2.3.2 Mobile internet's influence on the market
 - 2.3.3 Top 5 smartphone OS by market share
 - 2.3.3.1 Android
 - 2.3.3.2 iOS
 - 2.3.3.3 Symbian
 - 2.3.3.4 Windows Phone
 - 2.3.3.5 Blackberry OS

CHAPTER 4 SMARTPHONE TECHNICAL SPECIFICATIONS AND COST STRUCTURE

- 4.1 Product specifications
- 4.2 Technical specifications
- 4.3 Costs analysis
- 4.4 Technological developments
 - 4.4.1 Bezel-less screens
 - 4.4.2 Foldable screens
 - 4.4.3 Facial recognition

4.4.4 Fingerprint recognition

4.4.5 Dual OS usage

4.4.6 Recharging methods

CHAPTER 5 CHINESE SMARTPHONE MARKET ANALYSIS

5.1 Development overview

5.1.1 Development history

5.1.2 Current developments

5.1.3 Shipments

5.1.4.4G mobile phone shipments

5.1.5 Production volumes

5.1.6 User numbers

5.2 Pricing analysis

CHAPTER 6 SMARTPHONE DEVELOPMENT ANALYSIS

6.1 Chinese smartphone shipments

6.2 Main brands' market share

6.3 Smartphone sales

6.4 International and Chinese brands

6.5 Smartphone competitiveness analysis

6.6 Competitive strategies

6.6.1 OS development

6.6.2 Operator power

6.6.3 Application development

CHAPTER 7 CHINESE SMARTPHONE FOREIGN TRADE ANALYSIS

7.1 Imports

7.1.1 Volumes

7.1.2 Figures

7.1.3 Sources

7.1.4 Prices

7.2 Exports

7.2.1 Volumes

7.2.2 Figures

7.2.3 Recipients

7.2.4 Prices

CHAPTER 8 CORE COMPANIES

8.1 Apple

- 8.1.1 Development overview
- 8.1.2 Global shipments
- 8.1.3 Market share
- 8.1.4 Operational analysis
- 8.1.5 Sales in China
- 8.1.6 Prices

8.2 Samsung

- 8.2.1 Development overview
- 8.2.2 Global shipments
- 8.2.3 Market share
- 8.2.4 Operational analysis
- 8.2.5 Prices
- 8.2.6 Sales in China

8.3 Huawei

- 8.3.1 Development overview
- 8.3.2 Product analysis
- 8.3.3 Shipments
- 8.3.4 Smartphone shares
- 8.3.5 Operational analysis
- 8.3.6 Sales regions

8.4 Oppo

- 8.4.1 Development overview
- 8.4.2 Products
- 8.4.3 Shipments
- 8.4.4 Market share
- 8.4.5 Current developments

8.5 Xiaomi

- 8.5.1 Development overview
- 8.5.2 Product analysis
- 8.5.3 Shipments
- 8.5.4 Market share

8.6 Vivo

- 8.6.1 Development overview
- 8.6.2 Product analysis
- 8.6.3 Shipments

8.6.4 Market share

8.6.5 Current developments

8.7 ZTE

8.7.1 Development overview

8.7.2 Products

8.7.3 Operational analysis

8.7.4 Sales network distribution

8.7.5 Current developments

CHAPTER 9 MOBILE PHONE SUPPLY CHAIN ANALYSIS AND RESEARCH

9.1 Industry chain structure analysis

9.2 Upstream markets

9.2.1 Microchips

9.2.2 Touchscreens

9.2.3 Connectors

9.2.4 OS platforms

9.3 Application developers

9.4 Brand manufacturers

9.5 Telecommunications providers

9.6 Others

9.6.1 Other device manufacturers

9.6.2 Service providers

CHAPTER 10 MOBILE PHONE MARKETING CHANNELS ANALYSIS

10.1 Chinese smartphone marketing analysis

10.2 Marketing channel modes

10.2.1 Multiple agents

10.2.2 Singular agents

10.2.3 Directly operated retail

10.2.4 Online retail

10.3 Strengths and weaknesses for le phone channel modes

10.3.1 Multiple agents

10.3.2 Singular agents

10.3.3 Directly operated retail

10.3.4 Online retail

10.4 Mobile phone market retail channels

10.4.1 Retailer categories

10.4.2 Retailer competitiveness

10.4.2.1 Top five Chinese telecommunications chain stores

10.4.2.2 Top five Chinese smartphone retailers

CHAPTER 11 MOBILE PHONE INDUSTRY DEVELOPMENT TRENDS

11.1 Development prospects

11.1.1 Development prospects

11.1.2 Development trends

11.2 Smartphone industry development scale predictions

11.2.1 Production volume predictions

11.2.2 Mobile phone shipment predictions

11.2.3 Smartphone shipments predictions

11.2.4 Smartphone sales predictions

CHAPTER 12 INDUSTRY INVESTMENT STRATEGIES

12.1 Investment opportunities

12.1.1 Higher penetration rates for smartphones

12.1.2 Smartphones to take over market share for elderly phone market

12.1.3 Software as a new growth point

12.2 Investment risks

12.2.1 Competitiveness risks

12.2.2 Market risks

12.2.3 Technical risks

12.3 Expert advice

12.3.1 Strategic advice

12.3.2 Raising core competitiveness

12.3.3 Smartphone development strategies

I would like to order

Product name: Report on the Chinese mobile phone market 2019-2023

Product link: <https://marketpublishers.com/r/R5D5689315BEN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R5D5689315BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970