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Smartphone Market in China 2009-2019

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Abstracts

As the largest market in the world, mainland China remains among the fastest-growing nations in smartphone industry. This report provides GMD's updated statistics and predictions for smartphone market in China based on a summary of GMD independent research and a filtration of comparative data from third-party sources. An overview of the global smartphone market is also included. Historical data covers 2009-2014 period which was projected over the next five years up to 2019. In addition, the benchmarked data and analysis offer a solid and comprehensive foundation for businesses to generate ideas tapping into China’s smartphone industry and/or market.

This report answers the key questions: How large is China's smartphone market and its share in global market? What are the sizes of sub-categories in smartphone market by OS, brands, price, screen size, CPU processor, and camera resolution? Where do Chinese smartphone users download/purchase apps or software and how much do they spend monthly? What are the marketing channels of smartphones in China? What are the answers to the above questions in the next five year? GMD estimates that China’s smartphone shipments and users reached 450 million and 610 million respectively in 2014. It is predicted that the two figures to continue to rise over the coming years driven by the booming economy and the expansion of middle-class people in China. The total smartphone shipments and users will soared to 768.3 million and 964 million by 2019.

Companies Mentioned

Samsung Electronics Co., Ltd.
Xiaomi Technology Co., Ltd.
Coolpad Group Limited
Apple Inc.
Lenovo Group Ltd.
Huawei Technologies Co., Ltd.

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ZTE Corporation
OPPO Electronics Corp.
Meizu Technology Co., Ltd.

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