

The Taiwanese Mobile Phone Industry, 1Q 2017

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Abstracts

The report finds the Taiwanese smartphone shipments totaled 111.2 million units in the fourth quarter of 2016, up 35.4% sequentially and down 0.5% year-on-year. Owing to a significant increase in the industry's shipment share of iPhone 7 Plus, its shipment value grew 51.9% sequentially with ASP up from USD 173 to USD195 in the fourth quarter of 2016. Shipment volume of the industry is anticipated to have declined considerably in the first quarter of 2017, traditionally the off-peak season for smartphones.

Nevertheless, it will likely to pick up the growth pace in the second quarter of 2017 with the contribution mainly from rising outsourcing orders for HTC and Foxconn.

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