

The Taiwanese Smartphone Industry, 1Q 2018

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Abstracts

The report finds the Taiwanese smartphone shipment volume grew 39% sequentially in the fourth quarter of 2017 while shipment value grew by whopping 83.9% compared to the previous quarter. The increase in shipment volume owes largely to the increasing sales of the Apple iPhones, and several new models launched by Chinese Huawei and Xiaomi in the second half of 2017. The adoption of AMOLED panels by iPhone for the first time, coupled with the use of TrueDepth modules, has led to the significant increase in production cost, thereby boosting the industry's shipment value in the fourth quarter of 2017. Since the sales of iPhones normally enter the weak season in the first half of the year and the the Chinese smartphone market declined in the fourth quarter of 2017 for the first time, shipment volume of the Taiwanese industry is estimated to decline 6.9% year-on-year in the first half of 2018. Nevertheless, the industry's shipment value is expected to continue on the rise in the first half, growing 19.6% year-on-year to about USD 33.5 billion.

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Research Scope & Definitions

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