

The Taiwanese Smartphone Industry, 2Q 2019

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Abstracts

The report finds the Taiwanese smartphone shipment volume declined 11.2% year-on-year and reached around 76.8 million units in the first quarter of 2019. Meanwhile, shipment value also dipped 9.9% year-on-year to US\$16.3 billion. The decline is because Apple revised its orders downward and ODM shipments dwindled due to weak market demand. Although Huawei and Xiaomi orders continue to make a significant contribution to the Taiwanese smartphone industry, the US-China war escalation is expected to impact the industry significantly, starting at the end of the third quarter this year. The industry is likely to be overshadowed by the uncertainties brought by the war throughout the year.

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