

Worldwide Major Mobile Phone Vendor Performance, 2Q 2020

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Abstracts

Global mobile phone market volume dipped 19.5% sequentially in the first quarter of 2020, reaching 339.6 million units. Of the total mobile phones shipped during the same quarter, 278.7 million were smartphones, down 17.6% year-on-year. The significant decline was mainly attributed to city lockdowns due to COVID-19 pandemic that caused production suspension of the supply chains during Feb-March this year. As a result, the growth momentum originally expected from 5G smartphones did not live up to expectations and dragged the industry's shipments. Shipment volume of the global smartphone industry is anticipated to have reached 260.3 million units in the second quarter of 2020. Nevertheless, the industry is expected to resume sequential growth in the third quarter as smartphone demand from Europe and China is coming back.

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