

Worldwide Major Mobile Phone Vendor Performance, 4Q 2019

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Abstracts

Global mobile phone market volume grew sequentially but declined year-on-year in the third quarter of 2019, reaching 465 million units. Of the total mobile phones shipped, 377.6 million were smartphones, up 1.2% year-on-year. The slight year-on-year growth is mainly attributed to two major factors. First, the rebound in shipments from the Chinese market since the second quarter of 2019. Second, the market growth in the Indian market has been driven by the rollout of more Android phones featuring high cost-performance ratios. Samsung ranked first in terms of shipment volume in the third quarter of 2019 to 78.3 million, up 8.3% year-on-year while Huawei shipped a total of 66.6 million smartphones, with a whopping growth of 29.1%. Apple ranked the third and shipped 46.2 million iPhones, followed by Xiaomi which shipped 32.06 million phones in the same quarter. Shipment volume of the global mobile phone industry is anticipated to have reached 48.2 million units, up 1.8% year-on-year, while global smartphone industry is to reach 384.1 million units, up 3.2% year-on-year.

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