

# Global and China Mobile Phone (Cell Phone) Assembly Industry Report, 2012-2013

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## Abstracts

### The report highlights:

1. Global Mobile Phone Market and Industry
2. China Mobile Phone Market and Industry
3. China Mobile Phone Export
4. 29 Mobile Phone Vendors

In 2012, the mobile phone shipment worldwide approximated 1.606 billion, a meager rise of 1.9% compared to 2011. Against the backdrop of sluggish emerging economies as well as the tenuous economic growth in Europe in 2013, the global mobile phone market is not optimistic, with the expected shipment slightly surging by 2.0% to 1.638 billion sets. Despite the fact that the growth dynamic of smartphone cannot compete with that in 2012, the smartphone shipment in 2013 is expected to exceed that of normal phones for the first time. Looking into 2014, emerging markets are still sluggish and, are greatly likely to see further downward mobility. By contrast, developed economies such as Japan and America are projected to witness stable growth momentum. And it is the same case for Europe whose mobile phone shipment is estimated to hit 1.688 billion sets by 2014.

In 2012, the smartphone shipment worldwide approximated 787 million sets, up 51.3% over 2011. The estimate shows that the figure in 2013 will be 950 million sets, up 20.7% over 2012. In 2013, smartphone is expected to make up 58% of the overall mobile phone market.

In 2012, the mobile phone output on Chinese mainland claimed around 1.210 billion, up 9.2% over 2011. Worldwide, 75% mobile phones are made in the mainland China, in

2011, the figure recorded 70%. It is projected that China's mobile phone output in 2013 will reach 1.28 billion sets, up 5.8% over 2012. In 2012, the mobile phone export volume on Chinese mainland amounted to 1.015 billion sets, of which, at least 10% were resold to mainland China. In China, mobile phone export destinations concentrate in Hong Kong, South Korea, America, EU, ASEAN, India and Mexico. In 2012, the export to Japan came out top in terms of growth, rising by 63%, followed by South Korea (by 39%), Hong Kong (by 30%), and America (by 25%). In particular, China's mobile phone export to the EU grew by 3.6%, while the export to India dived by 18%.

Supply chain companies maintained robust growth momentum, with the export volume in 2012 increased by around 90% over 2011 to 192 million. And the export volume of China Brilliant Supply Chain Service, ShenZhen Everich Supply Chain Service, First Flag, Shenzhen Xinlikang Supply Chain Management and Shenzhen Proto Supply Chain Management all exceeded 10 million sets. In particular, Shenzhen Xinlikang Supply Chain Management realized the export volume as high as 62.25 million sets in 2012, compared to 4.24 million sets in 2011.

## Contents

### **1. GLOBAL MOBILE PHONE MARKET**

- 1.1 Global Mobile Phone Market Scale
- 1.2 Mobile Phone Market Occupancy by Brand
- 1.3 Smartphone Market and Industry

### **2. CHINA MOBILE PHONE INDUSTRY**

- 2.1 China Mobile Phone Industry by Region
- 2.2 Ranking of Chinese Mobile Phone Companies by Output
- 2.3 Business Model of Chinese Mobile Phone Vendors
- 2.4 Mobile Phone Manufacturing Under the Supply Chain Outsourcing Model
  - 2.4.1 China Brilliant Supply Chain Service Co., Ltd.
  - 2.4.2 First Flag

### **3. CHINA MOBILE PHONE EXPORT**

- 3.1 China Mobile Phone Export Scale
- 3.2 China Mobile Phone Export Features
- 3.3 China Mobile Phone Export by Region

### **4. MOBILE PHONE VENDORS**

- 4.1 Nokia
- 4.2 Motorola
- 4.3 Samsung
- 4.4 Sony
- 4.5 LG
- 4.6 RIM
- 4.7 Apple
- 4.8 HTC
- 4.9 TCL Communication Technology
- 4.10 Compal Communications Inc
- 4.11 Arima Communications
- 4.12 FIH
- 4.13 BYD
- 4.14 Flextronics

- 4.15 ZTE
- 4.16 Huawei
- 4.17 Lianchengwen Technology
- 4.18 Dongguan Inflight Electronic
- 4.19 CK Telecom
- 4.20 G'Five International
- 4.21 Beny Wave
- 4.22 Longcheer
- 4.23 Konka
- 4.24 Huabel Electronic & Technology (HuaQin Photoelectric Technology)
- 4.25 Z-OBEE
- 4.26 Shenzhen Newchabridge Communication
- 4.27 Yulong Computer Telecommunication Scientific
- 4.28 Shenzhen Zenhua Communication Equipment
- 4.29 TINNO Corporation

## Selected Charts

### SELECTED CHARTS

Global Mobile Phone Shipment, 2007-2014  
Global CDMA/WCDMA Mobile Phone Shipment by Region, 2010-2013  
Quarterly Mobile Phone Shipment by Brand, 2010-2011  
Shipment of Major Mobile Phone Vendors Worldwide, 2011-2012  
Global Smartphone Operating System, 2012Q4  
Shipment of Major Smartphone Vendors in China, 2011-2012  
China Mobile Phone Output by Region, 2012  
Ranking of 25 Chinese Mobile Phone Companies by Output, 2010-2012  
China's Top 50 Mobile Phone Companies by Export, 2013Q1  
Mobile Phone Shipment of Supply Chain Outsourcing Companies, 2010-2012  
Organization of China Brilliant Supply Chain Service Co., Ltd  
Major Clients of China Brilliant Supply Chain Service Co., Ltd  
Mobile Phone Export Volume and Growth Rate in China, 2000-2012  
Mobile Phone Export Value and Growth Rate in China, 2002-2012  
Mobile Phone Export Volume and ASP in China, 2002-2012  
Mobile Phone Export Volume and Average Price in China, Jan.2010-Dec.2011  
China's Top 10 Mobile Phone Export Destinations by Shipment, 2011-2012  
Mobile Phone Shipment and Growth Rate of Nokia, 2003-2013  
Quarterly Mobile Phone Shipment of Nokia by Region, 2010Q1-2011Q4  
Quarterly Smartphone Shipment of Nokia, 2010Q1-2013Q1  
Sales and Operating Margin of Nokia, 2011Q1-2013Q1  
Shipment and ASP of Nokia, 2011Q1-2013Q1  
Smartphone Shipment and ASP of Nokia, 2011Q1-2013Q1  
Normal Phone Shipment and ASP of Nokia, 2011Q1-2013Q1  
Mobile Phone Shipment of Nokia by Region, 2011Q1-2013Q1  
Sales of Nokia Mobile Phone by Region, 2011Q1-2013Q1  
Mobile Phone Output of Nokia by Region, 2010-2011  
Quarterly Sales and Operating Margin of Motorola Mobile Phone, 2010Q1-2013Q1  
Quarterly Sales and Shipment of Motorola Mobile Phone, 2010Q1-2013Q1  
Quarterly Shipment and Operating Margin of Motorola Mobile Phone, 2010Q1-2011Q4  
Output of Motorola Mobile Phone by Region, 2010-2012  
Shipment and Annual Growth Rate of Samsung Mobile Phone, 2001-2013  
Shipment and Operating Margin of Samsung Mobile Phone, 2010Q1-2013Q1  
ASP and Shipment of Samsung Mobile Phone, 2010Q1-2013Q1  
Output of Samsung Mobile Phone by Region, 2010-2012

Shipment of Sony Mobile Phone, 2010Q1-2012Q4  
Shipment and Average Selling Price of Sony Ericsson Mobile Phone, 2010Q1-2011Q4  
Sales and Operating Margin of Sony Ericsson, 2010Q1-2011Q4  
Shipment and Gross Margin of Sony Ericsson, 2009Q3-2011Q4  
Output of Sony Ericsson Mobile Phone by Plant, 2010-2012  
Shipment and Annual Growth Rate of LG Mobile Phone, 2002-2013  
Sales and Operating Margin of LG Mobile Phone, 2010Q1-2013Q1  
Shipment and Operating Margin of LG Mobile Phone, 2010Q1-2013Q1  
LG Mobile Phone Output by Region, 2010-2012  
Revenue, Gross Margin and Operating Margin of RIM, FY2004-FY2013  
Revenue of RIM by Business, FY2005-FY2013  
Shipment of RIM Mobile Phone, FY2005-FY2013  
Shipment of RIM Mobile Phone , FY2010Q2-FY2013Q4  
Revenue of RIM by Region, FY2010-FY2011  
Revenue of RIM by Region, FY2013  
OEM Structure of RIM, 2010-2012  
Revenue and Net Profit Margin of APPLE, FY2004-FY2013  
Revenue of APPLE by Region, FY2004-FY2012  
Revenue of APPLE by Product, FY2007-FY2012  
Sales Volume of IPOD, IPAD and IPHONE, FY2004-FY2011  
IPHONE Shipment of Apple, 2008Q1-2011Q4  
Revenue and Gross Margin of HTC, 2003-2013  
Shipment and Average Price of HTC, 2004-2013  
Quarterly Shipment of HTC, 2009Q1-2013Q1  
Revenue of HTC by Region, 2006-2011  
Ownership of TCL Communication  
Organization of TCL Communication  
Global Distribution of TCL  
Revenue and Gross Margin of TCL Communication, 2002-2012  
Monthly Mobile Phone Shipment of TCL Communication, Jan.2008-Mar.2013  
Revenue of TCL by Product, 2010Q1-2012Q4  
Sales Volume of Smartphone of TCL Communication, 2011Q1-2012Q4  
Mobile Phone Shipment of TCL Communication, 2006-2012  
Mobile Phone Shipment of TCL Communication by Region, 2006-2012  
Revenue of TCL Communication by Region  
Revenue and Gross Margin of Compal Communications, 2004-2013  
Monthly Revenue and Growth Rate of Compal Communications, Mar.2011-Mar.2013  
Mobile Phone Shipment and Average Selling Price of Compal Communications,  
2004-2013

Global Layout of Arima Communications  
Revenue and Gross Margin of Arima Communications, 2005-2013  
Monthly Revenue and YoY Growth Rate of Arima Communications, Mar.2011-Mar.2013  
Mobile Phone Shipment and Growth Rate of Arima Communications, 2003-2013  
Investment of Arima Communications on Chinese Mainland  
Revenue and Operating Margin of FIH, 2003-2011  
Revenue of FIH by Region, 2005-2012  
Customers of FIH, 2012  
Shipment of Major Subsidiaries under FOXCONN (Hon Hai), 2010-2012  
Revenue and Gross Margin of BYD Electronic, 2004-2013  
Revenue of BYD Electronic by Region, 2006-2012  
Revenue of BYD Electronic by Business, 2006-2012  
Revenue of BYD Electronic by Client, 2009-2011  
Revenue of Flextronics, FY1995-FY2013  
Revenue of Flextronics by Business, 2010Q4-2012Q4  
Employees of Flextronics by Region, FY2012  
Zhuhai Doumen Industrial Park  
Customer Structure of Flextronics, FY2010  
Terminal Revenue and Gross Margin of ZTE, 2006-2011  
Mobile Phone Shipment of ZTE, 2006-2013  
OEM Distribution of ZTE, 2012  
Mobile Phone Shipment and Growth Rate of Huawei, 2006-2013  
OEM Distribution of Huawei, 2011  
Organization of Longcheer  
Revenue and Operating Margin of Longcheer, FY2006-FY2013  
Revenue of Longcheer by Region, FY2010-FY2012  
Revenue and Gross Margin of KONKA Mobile Phone, 2006-2012  
Revenue and Operating Income of ZOBEE, FY2008-FY2013  
Revenue of Z-OBEE by Business, FY2008-FY2012  
Revenue and Net Profit Margin of Yulong Computer Telecommunication Scientific, 2004-2013  
Mobile Phone Shipment and ASP of Coolpad, 2009-2013  
Revenue and Operating Margin of Shenzhen Zhenhua Communication Equipment, 2005-2011  
Ownership Structure of TINNO Corporation  
Revenue and Operating Income of TINNO Corporation, 2009-2012  
Mobile Phone Shipment of TINNO Corporation by Region, 2012  
Major Clients of TINNO Corporation  
Market Occupancy of TINNO Corporation's Clients in their Localities

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