Market Publishers
+44 20 8123 2220
info@marketpublishers.com

Global and China Mobile (Cell) Phone Assembly Industry Report, 2011-2012

https://marketpublishers.com/r/G57EA34F5A9EN.html
Date: February 2012
Pages: 146
Price: US$ 2,500.00 (Single User License)
ID: G57EA34F5A9EN

Abstracts

In 2011, the mobile phone output in China increased by 15.5% over 2010 to 1.172 billion sets, among which, the export volume rose by 13.9% over 2010 to 885 million sets, with the export value climbed by 34.2% to USD62.76 billion. In 2011, the average export price of mobile phone saw an increase of 15.0% over 2010, recording the first rise after consecutive declines since 2007. This was largely attributable to the considerable shipment of higher-priced smart phones, especially iPhone.

The report highlights the following aspects:

Business model of the mobile phone industry, mobile phone market scale and competition pattern in China and beyond;

Top 45 Chinese mobile phone manufacturers by output, top 50 Chinese mobile phone exporters;

Development review and mobile phone business prospect for 2012 of nine global mobile phone enterprises;

Current status of five major Taiwanese mobile phone-related enterprises;

Current development and outlook for 2012 of 11 mainland Chinese mobile phone brand manufacturers;

15 Chinese mobile phone IDH/integration companies;

18 Chinese mobile phone manufacturing and supply chain enterprises.

It is no doubt that the mobile phone industry is one of the most competitive industries. Great changes have taken place in the industry every year, with the ranking of manufacturers undergoing ups and downs. The following shows the characteristics in the development of mobile phone industry in 2011.

1. Mobile phone manufacturing bases were transferring from coastal cities in South China to Inland China and Vietnam

Guangdong province boasts China's largest mobile phone manufacturing base, with the annual output in 2011 exceeding 600 million sets. But the increasing labor cost and operating cost in the province constitutes the potential impetus for mobile phone manufacturers to move their business outwards. A case in point is Hon Hai, which transferred its mobile phone base to Zhengzhou in Henan province. In 2011, the mobile phone output of Hongfujin Precision Electronics (Zhengzhou) surpassed 20 million sets, a substantial increase compared with less than 20,000 sets in 2010, and the revenue was as high as RMB35.5 billion. Moreover, the capacity transferred is of iPhone rather than low-end products. In 2011, the iPhone shipment hit 93.1 million sets, averagely priced at about USD275, 21% of which were made in Zhengzhou. In addition, the mobile phone output in Jiangxi also saw a rise of 75% to 25 million sets in 2011, approximately.

Vietnam is another transferring destination for mobile phone manufacture. The mobile phone export value of Vietnam increased from USD2.1 billion in 2010 to USD7.6 billion in 2011, up 262%. Samsung is the major contributor for the development of mobile phone manufacturing industry of Vietnam. In January 2012, Samsung established the largest overseas R&D center in Vietnam, with products involved including mobile phone, TV and other electrical appliances. Samsung plans to invest USD1.5 billion in Vietnam to build its largest overseas manufacturing base. It finished the phase ? expansion project of its Vietnam-based plant in 2011, making the Yenpong-based mobile phone plant its largest mobile phone manufacturing base with an annual capacity of 150 million sets.

In 2011, the mobile phone output of Samsung's Vietnam-based plant totaled 96 million sets, among which, 95 million sets were exported with the value hitting USD5.8 billion, a substantial increase compared with the output of less than 40 million sets and the export value of less than USD1.9 billion in 2010. Samsung has three mobile phone manufacturing bases located in South Korea, China and Vietnam. In China, Samsung has three major plants, namely, Tianjin Samsung Communication Technology, Shenzhen Samsung Kejian Mobile Telecommunication Technology and Huizhou Samsung Mobile Communication, which all saw decline in output in 2011.

In addition, Nokia's manufacturing base in Vietnam is set to be put into production in 2012, by then, the output of Nokia in Dongguan is likely to decline to some extent. Moreover, Foxconn also increased its investment in Vietnam. According to the estimation from Vietnamese authority, the mobile phone export value of Vietnam in 2012 will increase by nearly 60% over 2011 to USD12 billion.

2. Knockoff phone, small and medium mobile phone brands had a difficult time while big brands with abundant capital support grew rapidly

The supply chain of knockoff mobile phone manufacturers was cracked down during the Universiade, leaving many shutting down. In 2011, small and medium brands in China had a difficult time and struggled for survival due to tight monetary policy, soaring miscellaneous costs, turbulent international situation and severe export environment. By contrast, big shots with abundant capital support grew rapidly, and time-honored players including Lenovo, Konka, Gionee, BBK/OPPO and Sangfei witnessed considerable growth in shipment.

3. ZTE and Huawei became strong challengers for global top 3 manufacturers by shipment

Compared with other homegrown manufacturers, ZTE and Huawei have unparalleled advantages, including R&D and promotion teams with tens of thousands of staff, customized support from operators all across the world, and sufficient capital supply. Even compared with foreign manufacturers, they also have outstanding cost control advantages. In terms of shipment, Huawei and ZTE had been included among the world's top 6 in 2011, and it is just a matter of time for both of them to thrust into the top 3.

4. In China, operator customization became a major force pushing the popularity of smartphone

All home appliance enterprises engaged in the production of mobile phone, with Konka, Changhong, TCL, Haier and Hisense included, launched their smartphone strategies for

2012, indicating that smartphone has become the mainstream in the market and time-honored manufacturers are expected to share a piece of pie from this due to the powerful industry chain integration capability, good relationship with operators as well as strong capital support required by the smart phone market, which are exactly the strengths of time-honored manufacturers but the weaknesses of small and medium brands.

According to China Unicom, the market scale of smartphone priced below RMB1,000 in China is estimated to hit 90 million sets in 2012, while those priced between RMB1,000 and RMB2,000 realize 60 million sets. Considering this, China Unicom is scheduled to increase its subsidy on smartphone to snatch more market share. The case is the same for China Telecom and China Mobile.

In addition, Lenovo, ZTE and Huawei have shared the spoils from operator customization business, and other players including Konka, Changhong, TCL, Haier and Hisense are following suit.

5. Over10 IDH/integration companies realized shipment of more than 10,000,000

In 2011, over 10 mobile phone IDH/integration companies including Water World Technology, Wingtech, Longcheer, Huiye, HuaQin Telecom Technology, TOPWISE, TINNO, YHL, DEWAV and Ginwave each realized shipment of more than 10,000,000.

6. The development outlook of supply chain manufacturers is promising

Supply chain manufacturers have seen breathtaking development in recent two years. The mobile phone export volume of China Brilliant Supply Chain Service increased from 25.70 million sets in 2010 to 45.675 million sets in 2011; the export volume of Shenzhen Everich Industry Development increased from 10.72 million sets in 2010 to 22.07 million sets in 2011; and the export volume of Xinlikang increased from 410,000 sets in 2010 to 4.24 million sets in 2011. The emergence of supply chain companies has provided favorable support to SMEs in material purchase, export declaration, logistics and financing.

+44 20 8123 2220
info@marketpublishers.com

Contents

7. MOBILE PHONE IDH / INTEGRATION COMPANIES

8. MOBILE PHONE MANUFACTURING, SUPPLY CHAIN COMPANIES AND OTHERS

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

Selected Charts

SELECTED CHARTS

Auto-focus Camera Mobile Phone Shipment, 2007-2013
Global Mobile Phone Shipment, 2007-2014
Quarterly Global Mobile Phone Shipment and Annual Growth Rate, Q1 2009-Q4 2011
Quarterly Mobile Phone Shipment of Major Brands in the World, Q1 2010- Q4 2011
Shipment of Major Mobile Phone Manufacturers in the World, 2010-2011
Smartphone Shipment of Major Mobile Phone Manufacturers in the World, 2010-2011
Smartphone Shipment of Major Mobile Phone Manufacturers in the World, Q1 2010-Q4 2011
Mobile Phone Output in China by Province, Jan.-Nov. 2010
China's Mobile Phone Output by Region, 2011
Output of 45 Mobile Phone Manufacturers in China, 2010-2011
Mobile Phone Shipment of (Top 6) Major Supply Chain Outsourcing Companies, 2010-2011
China's Mobile Phone Export Volume and Growth Rate, 2000-2011
China's Mobile Phone Export Value and Growth Rate, 2002-2011
China's Mobile Phone Export Volume and ASP, 2002-2011
China’s Mobile Phone Export Volume and Average Price, Jan. 2010-Dec. 2011
Top 10 Export Destinations and Shipment of Chinese Mobile Phones, 2011
Top 5 Mobile Phone Manufacturers by Export Volume in China, 2011
Nokia's Mobile Phone Shipment and Growth Rate, 2003-2011
Quarterly Revenue and Gross Margin of Nokia's Mobile Phone Division, Q1 2010-Q4 2011
Nokia's Quarterly Smartphone Revenue and Gross Margin, Q1 2010-Q4 2011
Nokia's Quarterly Mobile Phone Shipment and ASP, Q1 2010-Q4 2011
Nokia's Quarterly Mobile Phone Shipment by Region, Q1 2010-Q4 2011
Nokia's Quarterly Mobile Phone Sales by Region, Q1 2010-Q4 2011
Nokia's Quarterly Smartphone Shipment, Q1 2010-Q4 2011
Nokia's Mobile Phone Output by Region, 2010-2011
Monthly Mobile Phone Export Volume of Nokia Capitel, 2010
Motorola’s Quarterly Mobile Phone Sales and Operating Margin, Q1 2010-Q4 2011
Motorola’s Quarterly Mobile Phone Shipment and Operating Margin, Q1 2010-Q4 2011
Motorola’s Quarterly Mobile Phone Shipment and Average Selling Price, Q1 2010-Q4 2011
Motorola’s Mobile Phone Output by Region, 2010-2011
Motorola’s Mobile Phone Revenue by Region, Q3/Q4 2011

Monthly Mobile Phone Export Volume of Motorola China, 2010
Samsung’s Mobile Phone Shipment and Annual Growth Rate, 2001-2011
Samsung’s Mobile Phone Shipment and Operating Margin, Q1 2010-Q4 2011
Samsung's Mobile Phone ASP and Shipment, Q1 2010-Q4 2011
Samsung's Mobile Phone Output by Region, 2010-2011
Monthly Mobile Phone Export Volume of Huizhou Samsung, 2010-2011
Monthly Mobile Phone Export Volume of Tianjin Samsung, 2010-2011
Monthly Mobile Phone Export Volume of Samsung Kejian, 2010-2011
Average Selling Price and Mobile Phone Shipment of Sony Ericsson, Q1 2010-Q4 2011
Sales and Operating Margin of Sony Ericsson, Q1 2010-Q4 2011
Shipment and Gross Margin of Sony Ericsson, Q3 2009-Q4 2011
Mobile Phone Output of Sony Ericsson by Factory, 2010-2011
Monthly Mobile Phone Export Volume of Beijing SE Putian, 2011
Monthly Mobile Phone Export Volume of Beijing SE Putian, 2010
LG’s Mobile Phone Shipment and Annual Growth Rate, 2002-2011
LG’s Mobile Phone Sales and Operating Margin, Q1 2010-Q4 2011
LG’s Mobile Phone Shipment and Operating Margin, Q1 2010-Q4 2011
LG’s Mobile Phone Revenue by Region, Q3-Q4 2010
LG’s Mobile Phone Output by Region, 2010-2011
Monthly Mobile Phone Export Volume of Qingdao LG Inspur, 2010-2011
Monthly Mobile Phone Export Volume of Inspur LG, 2010-2011
RIM’s Revenue, Gross Margin and Operating Margin, FY2004-Q3 FY2012
RIM’s Revenue by Business, FY2005-Q3 FY2012
RIM’s Mobile Phone Shipment, FY 2005-FY2011
RIM’s Mobile Phone Shipment, Q1 2010- Q4 2011
RIM’s Revenue by Region, FY2010-FY2011
RIM’s OEMs by Proportion, 2010-2011
APPLE’s Revenue and Net Profit Margin, FY2004-FY2011
APPLE’s Revenue by Region, FY2004-FY2011
APPLE’s Revenue by Product, FY2004-FY2011
Sales Volume of IPOD, IPAD and IPHONE, FY2004-FY2011
ELCOTEQ’s Revenue and EBIT in the Field of Consumer Electronics, Q1 2007-Q3 2010
ELCOTEQ’s Revenue, Q1 2007-Q3 2010
ELCOTEQ’s Revenue by Region, Q1 2007-Q3 2010
ELCOTEQ’s Number of Employees by Region, Q1 2007-Q3 2010
Flextronics' Revenue, FY1995-FY2013
Flextronics' Revenue by Business, Q4 2010-Q4 2011
Flextronics' Employment by Region, FY2012

Zhuhai Doumen Industrial Park
Flextronics' Customer Structure, FY2010
Monthly Mobile Phone Export Volume of Flextronics (Zhuhai), 2010-2011
HTC's Revenue and Gross Margin, 2003-2011
HTC's Shipment and Average Price, 2004-2011
HTC's Shipment and ASP, Q1 2009-Q4 2011
HTC's Revenue and Net Profit Margin, Q1 2009-Q4 2011
HTC's Revenue by Region, 2006-2011
Monthly Mobile Phone Export Volume of Wei Hong Electronics, 2010-2011
FIH's Revenue and Operating Margin, 2003-2011
FIH's Revenue by Region, 2005-H1 2010
FIH's Clients, 2010-2011
Shipment of Foxconn's Major Subsidiaries, 2010-2011
Monthly Mobile Phone Export Volume of Foxconn (Yantai), 2010-2011
Monthly Mobile Phone Export Volume of Fu Tai Hua (Shenzhen), 2010-2011
Monthly Mobile Phone Export Volume of Fu Tai Jing (Beijing), 2010-2011
Monthly Mobile Phone Export Volume of Hongfujin (Zhengzhou), 2011
Monthly Mobile Phone Export Volume of Shenzhen Fu Tai Hong, 2010-2011
CompalComm's Revenue and Gross Margin, 2001-2011
CompalComm's Monthly Revenue and Growth Rate, Dec. 2009-Dec. 2011
CompalComm's Mobile Phone Shipment and Average Selling Price, 2004-2011
Monthly Mobile Phone Export Volume of CompalComm (Nanjing), 2010-2011
ArimaComm's Global Deployment
ArimaComm's Revenue and Gross Margin, 2005-2011
ArimaComm's Monthly YoY Revenue Growth, Dec. 2009-Dec. 2011
ArimaComm's Mobile Phone Shipment and Growth Rate, 2003-2011
GNDC's Monthly Mobile Phone Export Volume, 2010-2011
Shareholding Structure of TCL Communication Technology
Global Distribution of TCL
Revenue and Gross Margin of TCL Communication Technology, 2002-2011
Monthly Mobile Phone Shipment of TCL Communication Technology, Jan. 2008-Dec. 2011
Revenue of TCL Communication Technology by Business, Q1 2011-Q4 2012
Mobile Phone Sales Volume of TCL Communication Technology, 2006-2011
Mobile Phone Shipment of TCL Communication Technology by Region, 2006-2010
Monthly Mobile Phone Export Volume of Huizhou TCL, 2010-2011
ZTE's Mobile Phone Revenue and Gross Margin, 2006-2011
ZTE's Mobile Phone OEMs and Output, 2011
ZTE's Monthly Mobile Phone Export Volume, 2010-2011

Huawei's Mobile Phone Shipment and Growth Rate, 2006-2011
Huawei's Mobile Phone OEMs and Output, 2011
Monthly Mobile Phone Export Volume of Huawei Technologies, 2010-2011
Monthly Mobile Phone Export Volume of Huawei Mobile, 2010-2011
Monthly Mobile Phone Export Volume of Beny Wave, 2010-2011
Konka's Mobile Phone Revenue and Gross Margin, 2006-2010
Konka's Monthly Mobile Phone Export Volume, 2010-2011
Yulong's Revenue and Net Profit Margin, 2004-2011
Monthly Mobile Phone Export Volume of Lenovo Mobile, 2010-2011
CONNTEQ's Monthly Mobile Phone Export Volume, 2010-2011
Monthly Direct Mobile Phone Export Volume of G'FIVE, 2011
TECNO's Monthly Mobile Phone Export Volume, 2011
Monthly Mobile Phone Export Volume of Jinming Electronics, 2010-2011
Longcheer's Revenue and Gross Margin, FY2006-FY2011
Revenue of Longcheer Holdings by Region, FY2010-FY2011
Longconn's Monthly Mobile Phone Export Volume, 2010-2011
Longcheer's Monthly Mobile Phone Export Volume, 2011
Monthly Mobile Phone Export Volume of Dongguan Huabei, 2011
Monthly Mobile Phone Export Volume of Zhuhai Huabei, 2010
Tinno's Monthly Mobile Phone Export Volume, 2010
Z-OBEE's Revenue by Business, FY2009-FY2012
Z-OBEE's Monthly Mobile Phone Export Volume, 2010-2011
Monthly Mobile Phone Export Volume of CK Telecom, 2010-2011
Monthly Mobile Phone Export Volume of Gongqingcheng Cellon, 2011
Monthly Mobile Phone Export Volume of China Brilliant Supply Chain, 2010-2011
Major Clients of China Brilliant Supply Chain
Monthly Mobile Phone Export Volume of First Flag, 2010-2011
Monthly Mobile Phone Export Volume of Shenzhen Everich, 2010-2011
Revenue and Gross Margin of BYD Electronic, 2004-2011
Revenue of BYD Electronic by Region, 2006-H1 2011
Revenue of BYD Electronic by Business, 2006-2011
Revenue of BYD Electronic by Client, 2009-2011
Monthly Mobile Phone Export Volume of Huizhou BYD, 2010-2011
Monthly Mobile Phone Export Volume of Shenzhen Sang Fei, 2010-2011
Revenue and Operating Margin of China Zhenhua Electronics (Shenzhen), 2005-2011
Monthly Mobile Phone Export Volume of China Zhenhua Electronics (Shenzhen), 2010-2011
Monthly Mobile Phone Export Volume of China Zhenhua Electronics (Guizhou), 2010-2011

Monthly Mobile Phone Export Volume of Tian Hao, 2010-2011

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global and China Mobile (Cell) Phone Assembly Industry Report, 2011-2012

Product link: https://marketpublishers.com/r/G57EA34F5A9EN.html

Price: US$ 2,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G57EA34F5A9EN.html