

Assessment of China's Smartphone Market 2014

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Abstracts

While many are saying that the Chinese Smartphone market has hit maturity, many swear about the immense opportunity in the sector. With the active Smartphones user exceeding 700 million by the end of 2013, China has now become the largest Smartphone market in the world. Demand for Smartphones in China is expected to cross 400 million units in 2014 with more than half of the units being contributed by local vendors.

A large number of players exist in the market and while Samsung and Apple continue to have a sizeable market share, the leader is now domestic player Xiaomi. Increasing affinity for social networking and gaming is boosting the Smartphone market. Larger screens and lower cost segment phones are forming the chunk of sales. The market share of 5-inch-plus screen Smartphone is expected to continue expanding and have 50% share by 2017 compared with about 20% currently.

Why should the report be purchased?

The report 'Assessment of China's Smartphone Market 2014' highlights key drivers of and trends emerging in China's Smartphone market. The Initiatives and performance of key players including Xiaomi, Apple, Samsung, Lenovo and Coolpad has been presented. The current market scenario and future prospects of the sector has also been examined. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to

support the research hypothesis.

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