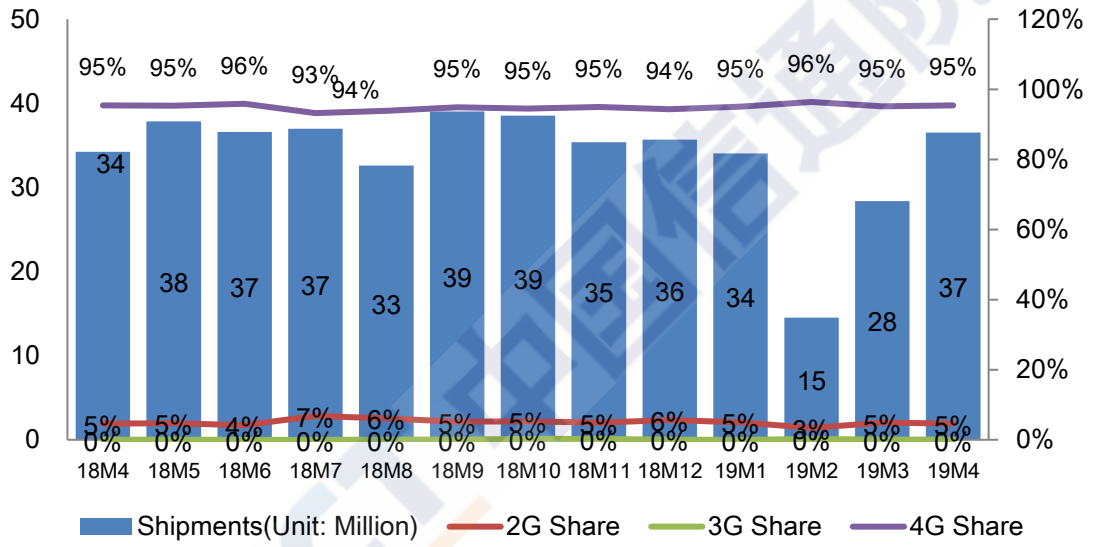
Part 1. Overall Mobile Phone Market in China

April domestic mobile phone shipments reached 36.5 million units, up 6.7 percent year over year. 42 new models were released in the month, down 23.6 percent year-over-year (y/y).

Over the past 4 months, domestic mobile phone shipments reached 113.5 million units and number of new model release reached 167, down 6.7 percent and 36.0 percent y/y respectively.

Chart 1: Domestic mobile phone shipments from April 2018 to April 2019



Part 2. Development of 4G Mobile Phones

April domestic 4G mobile phone shipments were 34.8 million units, up 6.6 percent y/y, and represented 95.4 percent of the total shipments. 35 new 4G models were released in the month, down 18.6 percent y/y, accounting for 83.3 percent of the total new models this month.

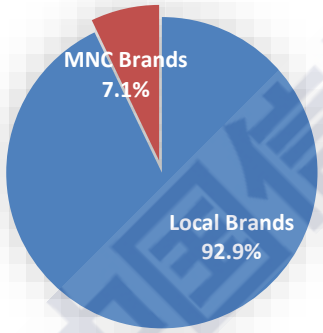
Over the past 4 months, domestic 4G mobile phone shipments were 108.2 million units, down 5.6 percent y/y, and represented 95.3 percent of the total shipments. The total number of new model release reached 135, down 32.2 percent y/y, accounting for 80.8 percent of the total new model release.

Part 3. Local and MNC Brands of Mobile Phones

April mobile phone shipments by the local brands reached 33.9 million units, up 7.2 percent y/y, accounting for 92.9 percent of the domestic mobile phone shipments. Number of new models released by the local brands (35 units) decreased by 32.7 percent y/y, and represented 83.3 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2019 by the local brands reached 104.8 million units, down 2.5 percent y/y, and accounted for 92.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (147 units) decreased by 39.3 percent y/y, and represented 88.0 percent of the total number of new model release in the domestic market.

Chart 2: April 2019 mobile phone shipments by local and MNC brands



Part 4. Development of Smart Phones

April smart phone shipments were 34.8 million units, up 6.5 percent y/y, and accounted for 95.2 percent of the domestic mobile phone shipments in the month. Over the past 4 months, smart phone shipments were 107.9 million units, down 5.8 percent y/y, and represented 95.1 percent of domestic mobile phone shipments.

In April, 34 new smart phone models were released, down 20.9 percent y/y, and accounted for 81.0 percent of the number of new release. Over the past 4 months, 132 new smart phone models were released, down 34.3 percent y/y, and accounted for 79.0 percent of the number of new release.