

## **Mobile Phones in China**

Market Direction | 2023-08-09 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Mobile phones is still struggling to recover from the aftermath of the pandemic impacts in 2023. 2022 marked a historic year when sales for mobile phones in China underwent a double-digit decline in volumes sold, amounting to less than 290 million units in total - the lowest in a decade. Continuous supply chain disruptions, exemplified by soaring international shipping costs, factory closures, and even city- and province-wide lockdowns, all placed extra pressure on manufacturers. On the demand s...

Euromonitor International's Mobile Phones in China report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Feature Phones, Smartphones.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Mobile Phones market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Mobile Phones in China  
Euromonitor International  
August 2023

### List Of Contents And Tables

#### MOBILE PHONES IN CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Mobile phones in China struggling to recover from the pandemic aftermath

Honor takes the lead over Vivo, while iPhone maintains third brand place

Compact "flip" models drive growth and democratisation of foldable phones

##### PROSPECTS AND OPPORTUNITIES

Image quality remains key for establishing premium brand image and product competitiveness

Multi-brand strategies call for a rethink under recessionary challenges

Feature phones increasingly out of favour

##### CATEGORY DATA

Table 1 Sales of Mobile Phones by Category: Volume 2018-2023

Table 2 Sales of Mobile Phones by Category: Value 2018-2023

Table 3 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 4 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 5 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 6 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 7 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 8 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 9 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 10 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 11 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 13 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

#### CONSUMER ELECTRONICS IN CHINA

##### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 14 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 15 Sales of Consumer Electronics by Category: Value 2018-2023

Table 16 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 21 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 22 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 23 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Mobile Phones in China

Market Direction | 2023-08-09 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com