

The background features a dense, colorful crowd of stylized human figures, each holding a smartphone. The figures are rendered in various colors and patterns, creating a vibrant and busy atmosphere. The smartphones are depicted in different orientations, some held high and others low, suggesting active use. The overall scene conveys a sense of widespread mobile device adoption and connectivity.

2Q19智能手机市场

Smartphone Market

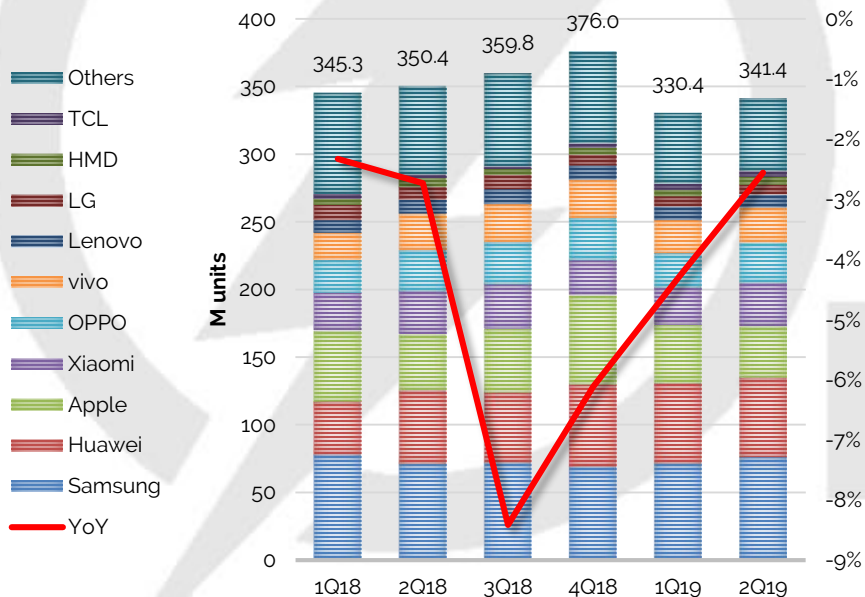
简介 Brief Introduction

- **这简报运用了调研公司Strategy Analytics、IDC在2Q19智能手机出货量数字。目前只是初步数字，没有涵盖区域、价位段的报告。**
- **The data used in this report is from Strategy Analytics and IDC 2Q19 smartphone shipment. Currently it is preliminary data, it does not cover region and price segments.**

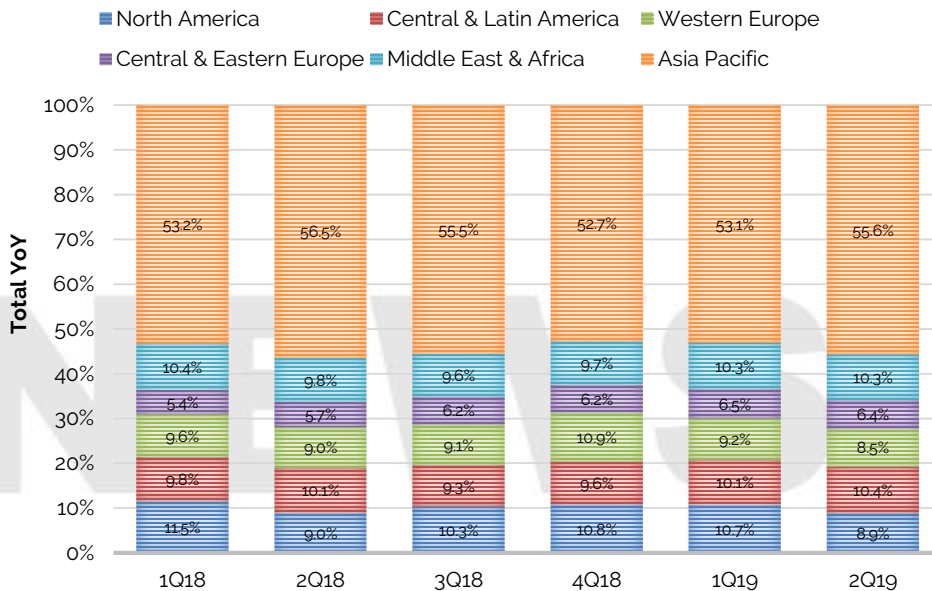
据Strategy Analytics，在2Q19全球智能手机的出货量达到了**3.41亿**台，要比去年同期下滑了近3%，但要比上一个季度略微3%。三星以22%的市场份额引领市场。华为虽然面临美国的禁令，但还能以17%份额超越苹果排行第二。同时，在十大厂商里，唯有三星和华为的出货量要比去年同期有所增长。亚太区依然是智能手机最大的份额。

According to Strategy Analytics, global smartphone shipment in 2Q19 has reached over **341M** units, near 3% decline on year, but a slight 3% increase on quarter. Samsung leads the market with 22% market share. Huawei, albeit with its situation due to U.S. ban, still exceeds Apple with 17% market share. At the same time, in the top 10 rank, only Samsung and Huawei enjoy a positive year on year growth.

GLOBAL SMARTPHONE SHIPMENT 1Q17-2Q19



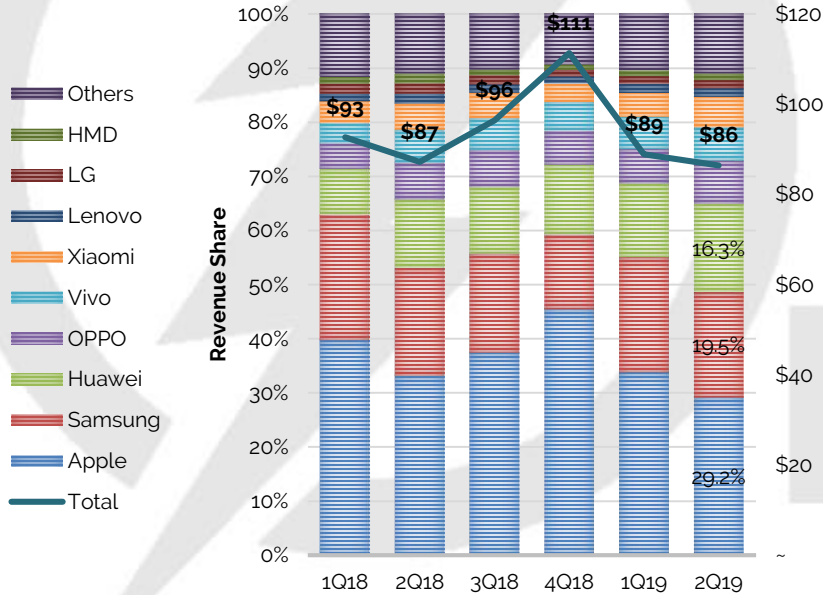
REGIONAL SMARTPHONE SHIPMENT 1Q17-2Q19



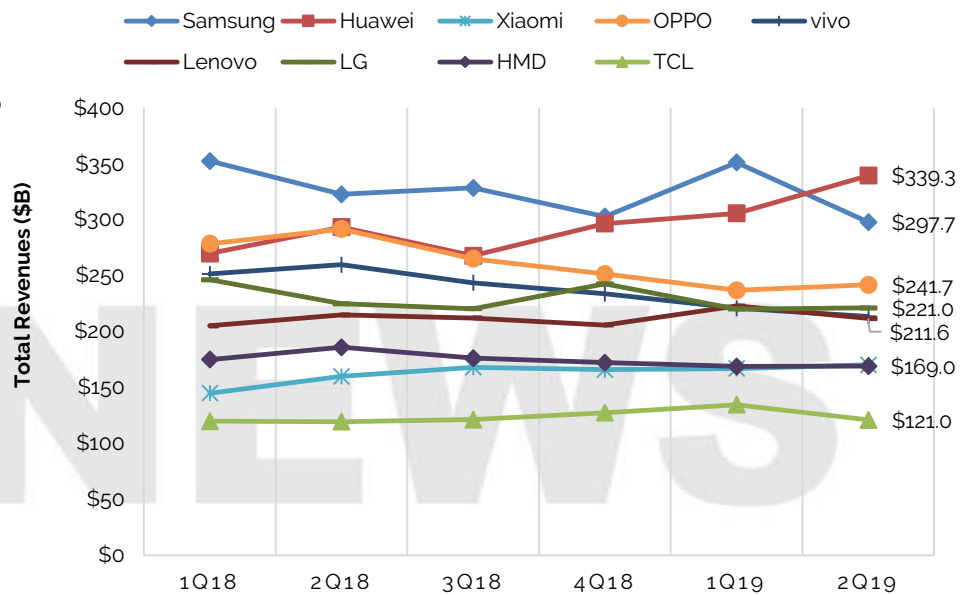
在2Q19，全球智能手机营收达到了**860亿美元**，要比去年同期下滑了近1%，而要比上个季度下滑了近3%。苹果占了全球智能手机营收的29%，而三星则占了近20%。值得注意的是，五大厂商的营收（苹果、三星、华为、OPPO和vivo）就已经占了全球营收的79%。华为的手机均价（ASP）已经超越三星，达到了339美元。OPPO、LG和联想的均价很接近，在210-240美元左右。而小米、HMD（诺基亚）和TCL的均价都在200美元以下。

In 2Q19 global smartphone revenues have reached **UD86B**, a near 1% drops on year, near 3% drops on quarter. Apple owns 29% of the revenues, and Samsung owns near 29%. Note that the top 5 vendors (Apple, Samsung, Huawei, OPPO and vivo) combined revenues are 79% of the overall revenues. Huawei's ASP has exceeded Samsung reaching UD339. The ASP of OPPO, LG and Lenovo are near, around USD210-240, The ASP of Xiaomi, HMD (Nokia) and TCL are below USD200.

GLOBAL SMARTPHONE REVENUE 1Q18-2Q19

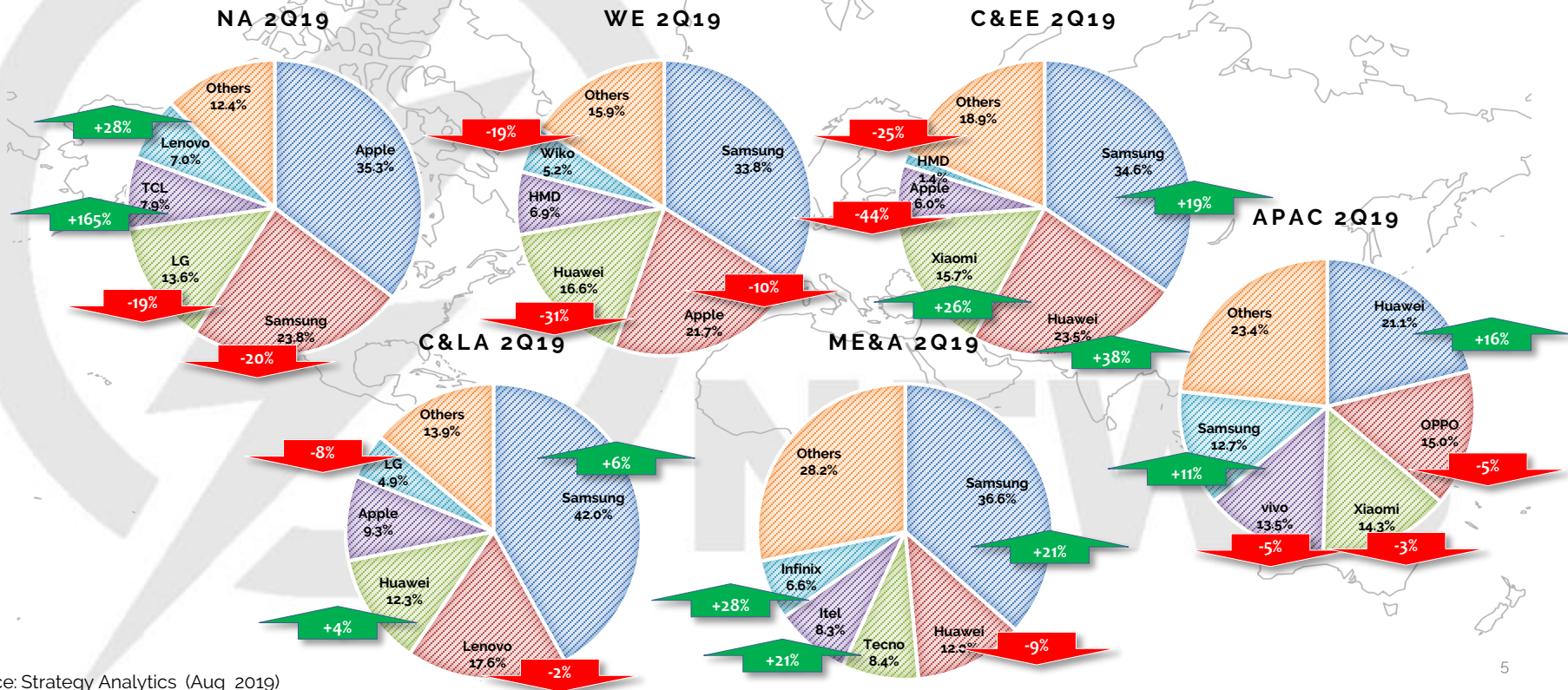


TOP 10 ANDROID VENDORS ASP 2Q19



因为美国的禁令，华为在西欧的份额在2Q19要比去年同期大幅度下滑了31%。但是，其在中东欧和亚太区域的市场份额却有显著的增长。三星全球的市场份额都有明显增长。但是，其在北美的份额却有部分贡献给了TCL和联想。

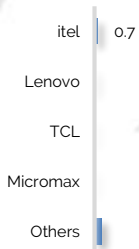
Due to US ban, Huawei's share in Western Europe (WE) has dropped 31% on year. Yet, its share in Central & Eastern Europe (C&EE) and APAC have increased dramatically. Samsung generally performs well, with its share increased in Central & Latin America (C&LA), Middle East & Africa (ME&A), C&EE and Asia Pacific (APAC). However, part of its share in North America (NA) has shifted to TCL and Lenovo.



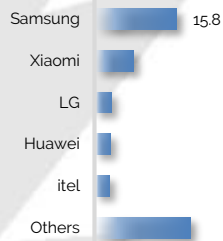
在2Q19，中阶手机 (100-300美元) 依然是份额最大。三星在这个价位段就是老大，以其新型Galaxy A系列称霸。华为以其P30 Lite、荣耀20系列和荣耀V20引领高端 (300-500美元) 的价位段。传音 (子品牌包括itel、Tecno和Infinix) 在超低端 (低于35美元) 是无法超越；而在入门级 (100美元以下)，三星和小米主导。

In 2Q19, mid-range (USD100-300) share is still the largest, with Samsung leading this price segment with its new Galaxy A series. Huawei leads the high-end (USD300-500) with its P30 Lite, Honor 20 series and Honor V20. Transsion leads the ultra-low (below USD35) with its sub-brands including itel, Tecno and Infinix. Samsung and Xiaomi lead the entry (below USD100) segment.

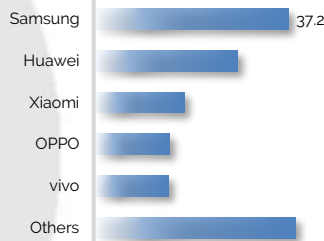
**2Q19 ULTRA-LOW
(<US\$35)**



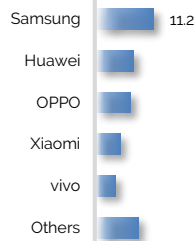
**2Q19 ENTRY
(<US\$36-99)**



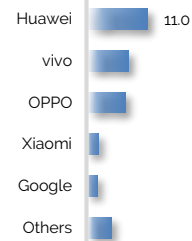
**2Q19 MID
(US\$100-190)**



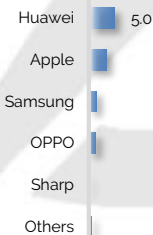
**2Q19 MID
(US\$191-299)**



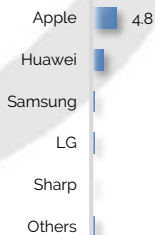
**2Q19 HIGH END
(US\$300-399)**



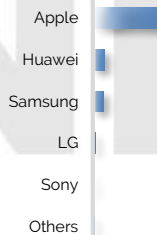
**2Q19 HIGH END
(US\$400-499)**



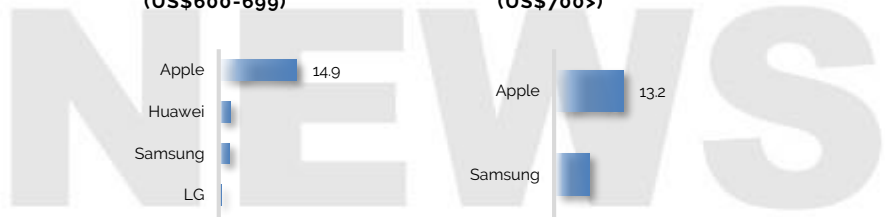
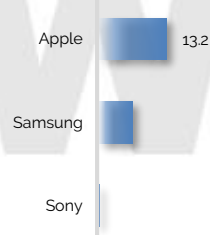
**2Q19 PREMIUM
(US\$500-599)**



**2Q19 PREMIUM
(US\$600-699)**



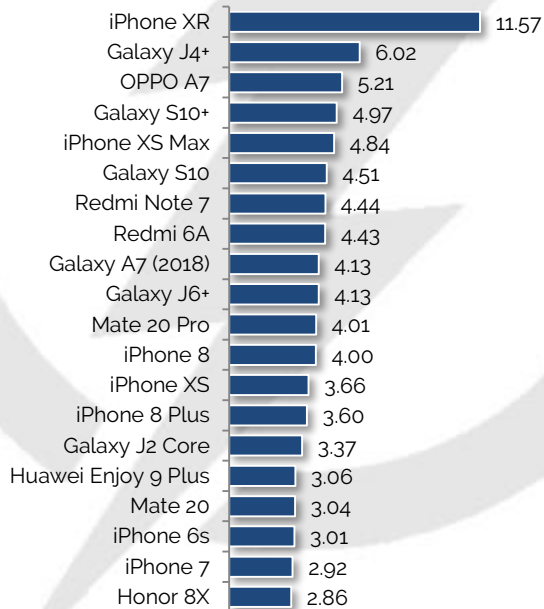
**2Q19 PREMIUM
(US\$700+)**



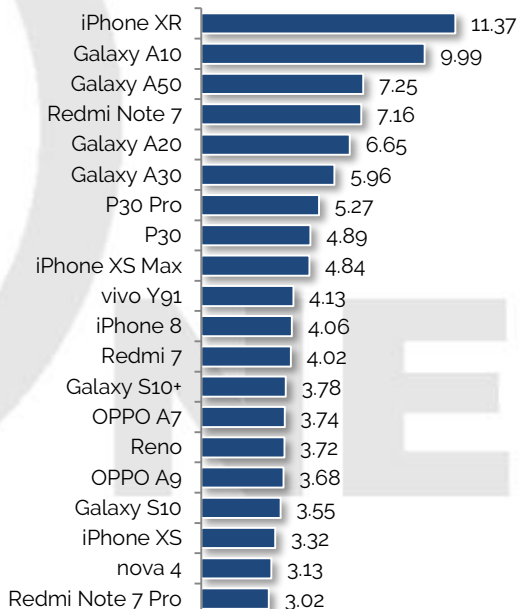
据IDC，在2Q19全球智能手机出货量达到了**3.32亿台**，比去年同一时期下滑了近3%，但比上一个季度稍微上涨了6%。**苹果iPhone XR**依然是销量最好的手机。**三星新的Galaxy A系列**（3、4月发布）——A10、A20、A30和A50都有很强的动力。华为P30系列，3月发布，也是非常受欢迎的产品，直上十大排行。**红米**（自2019年1月从小米独立出来后）的**最新Note 7系列**，由于在中国和印度的强劲销量登上二十大。

According to IDC, in 2Q19, smartphone shipment globally reaches more than **332M** units, a near 3% decline on year but a more than 6% increase on quarter. **Apple iPhone XR** is still the best-selling smartphone in 2Q19. **Samsung Galaxy A** series has gained momentum in 2Q19 with its newly launched A10, A20, A30 and A50, launched in Mar~Apr 2019. Huawei P30 series (Mar 2019) is also very popular despite the company being banned by the US government. **Redmi Note 7 series** (as it is an independent brand since Jan 2019) are among the top 20 thanks to its popularity in China and India.

Global Top 20 Models 1Q19 (M units)



Global Top 20 Models 2Q19 (M units)



Samsung Galaxy A10 / Mar 2019
 6.2 720x1520 HD+ u-notch IPS
 Samsung Exynos 7884
 Rear 13MP
 Front 5MP
 2GB + 32GB
 No fingerprint scanner
 3400mAh
 INR7,990 (USD112)



Samsung Galaxy A20 / Apr 2019
 6.4 720x1560 HD+ u-notch AMOLED
 Samsung Exynos 7884
 Rear 13MP + 5MP UW
 Front 8MP
 3GB + 32GB
 Rear fingerprint scanner
 4000mAh 15W
 INR11,290 (USD158)



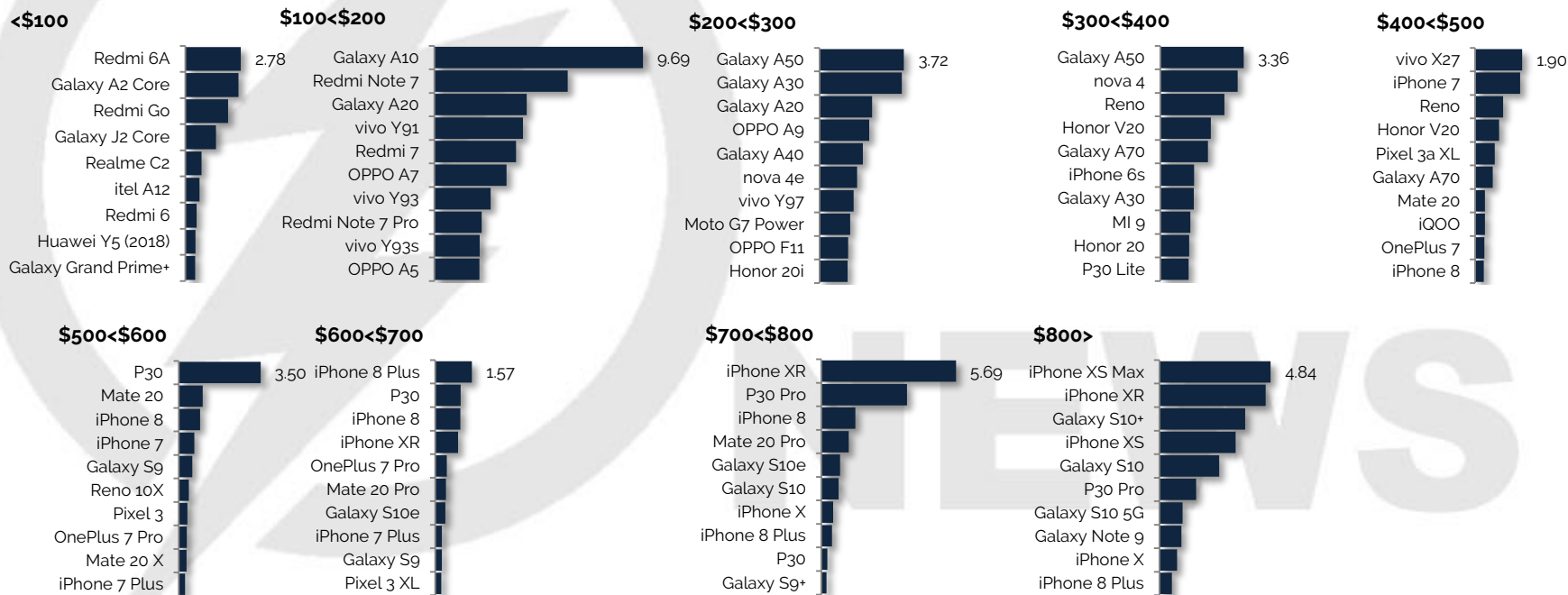
Samsung Galaxy A30 / Mar 2019
 6.4 1080x2340 FHD+ u-notch AMOLED
 Samsung Exynos 7904
 Rear 16MP + 5MP UW
 Front 16MP
 4GB + 64GB
 Rear fingerprint scanner
 4000mAh 15W
 INR15,490 (USD217)



Samsung Galaxy A50 / Mar 2019
 6.4 1080x2340 FHD+ u-notch AMOLED
 Samsung Exynos 9610
 Rear 25MP + 8MP UW + 5MP
 Front 25MP
 4GB + 64GB
 Fingerprint on Display
 4000mAh 15W
 INR18,490 (USD259)

红米6A (2018年6月) 依然引领 <100美元市场，但**三星Galaxy A2 Core** (2019年4月) 开始挑战红米的老大位子。**三星Galaxy A10和A50** (都是在3、4月发布) 已经各自主宰了200-300美元和300-400美元市场。**vivo X27** (2019年3月) 在400-500美元是最受欢迎的手机，但**苹果iPhone 7**虽然已经近3岁了，在这个价位段依然是非常受欢迎的手机。**华为P30系列和三星Galaxy S10系列**是苹果在500美元以上的价位段的主要挑战者。

Redmi 6A (Jun 2018) still dominates the <\$100 segment but it is being challenged by **Samsung Galaxy A2 Core** (Apr 2019). **Samsung Galaxy A10** and **A50**, both late comers (launched in Apr 2019), are dominant in \$100<\$200 and \$300<\$400, respectively. **vivo X27** (Mar 2019) is the most popular in \$400<\$500, but **Apple iPhone 7** cannot be disregarded only because of its old age (almost 3 years old). **Huawei** and **Samsung** are the main challengers to Apple above \$500 segment with P30 series and Galaxy S10 series, respectively.



WeChat Public (Chinese)



Official Website (English)



Official Website (Chinese)



Thank you very much!