

Lower Barriers to Entry Will Drive China's Smartphone Market

SKU: IN0904538CWW
Analyst: Alex Liu
Alex.liu@instat.com.cn
+86.10.6642.1812
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Report Summary

Smartphone shipments in China grew 30% to 23.6 million in 2008 despite China's uncertain economy and overall stagnation in handset shipment growth. Mobile Internet applications, GPS, and multimedia functionality have been the most important drivers of this growth.

In-Stat estimates that the compound annual growth rate of China's smartphone market will be 25% throughout the period 2009 to 2013 and that the next wave of smartphone market growth will be driven by lowered barriers-to-entry on both the OS and chipset platform solution sides. This report examines the changing dynamics of China's smartphone OS and chipset platform markets and analyzes how these will drive the smartphone market in coming years. Details of other significant drivers are also provided.

This report includes:

- 2008 market share for China's smartphone market by vendor and OS
- New smartphone models and product design trends
- In-depth analysis of smartphone OS market trends, especially with regard to Android, Symbian, and OMS
- An outline of the current dynamic changes in the smartphone chipset platform market
- A list of market drivers
- Market forecasts through 2013

HIGHLIGHTS

- China's smartphone shipments increased 30% in 2008 to 23.6 million units and are projected to reach 73.6 million, or 31.5% of total handset shipments, by 2013.
- The next wave of smartphone market growth will be driven by lower barriers to entry with regard to both OS and chipset platform solutions.
- Free and complete smartphone software platform from OHA and the Symbian Foundation will fuel smartphone market growth in the coming years.
- Turnkey chipset platform solutions from Huawei and MediaTek are another important factor in lowering barriers to entry.

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