

## Mobile Phones and Apps - China - February 2014

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“China is the number one market in terms of mobile phone volume sales. The market also exhibited very positive growth in 2013. The strong annual increment was fuelled by enthusiastic consumers with a strong demand for mobile phones, and smartphones in particular.”  
– Can Huang, Senior Research Analyst

### This report looks at the following areas:

- How to stand out from the crowd amid the smartphone competition in China?
- Where do the future opportunities of mobile apps lie? Are there any potential threats?
- How will mobile payment's growth and future fare in the current fast growing online shopping environment?

Samsung leads the China market. Apple is also performing well thanks to its premium positioning, while domestic companies are posing an increasing threat to foreign leading mobile brands. Xiaomi is a young mobile telecommunications product manufacturer and software developer. As a latecomer it grabbed the market's attention with its innovative online selling channel, its open mind-set regarding product optimisation, and value image. The success of the brand reflects some of the key success factors in China's mobile phone market, such as a reliable brand and good value for money.

That said, commoditisation in handsets makes competition and profitability increasingly difficult. Nowadays, the greater potential for revenue generation lies in the OS, the app ecosphere, and with the network operator.

Growing with the boom in smartphone usage, mobile apps have also seen lucrative potential. However, the app market is also complex, and involves many players, such as mobile phone manufacturers, OS providers, telecom operators, and internet companies.

It is important to understand this unique market and consumers' evolving needs in order to be successful in China's app market, and it will be equally important to be a part of the revolution in mobile payment systems that is just emerging.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market