

Mobile Phones - China - January 2015

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“Chinese consumers attach importance to mobile phone brands, while consumers’ brand stickiness can be enhanced via high-quality products, outstanding consumer services, brand integrated cross-devices platforms as well as breakthrough features.”
Ivy Jiang, Research Analyst

This report looks at the following areas:

- Build brand loyalty in three ways
- Unique selling point still matters even if it would make you a niche player
- Large screen is the trend but don't forget small screen either

China's mobile phone market is maturing with a more stable growth of 15.6% in retail sales volume in 2014. The non-smartphone to smartphone switching has almost completed, presenting 92% of smartphone sales volume out of the total market.

Thanks to its start of internet-based model (marketing and understanding consumers' needs via online) and affordable smartphones with high configuration, Xiaomi has reached the sales volume of mobile phone market leader – Samsung in 2014. As the star of the premium smartphone segment, Apple ranked the first by sales value in 2014.

Both Xiaomi and Apple focus on fulfilling consumers' needs and building the brand image via various consumer services. Brands and companies should continuously offer high-quality products and focus on enhancing customer stickiness via outstanding consumer services and brand image.

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DID YOU KNOW?

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

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