

TrendForce Says Huawei Led the Global Rise of Chinese Smartphone Brands in 2015 by Shipping Over 100 Million Units to Take No. 3 Worldwide

2016-01-14 [Avril Wu](#)

TrendForce. Chinese smartphone brands made big gains worldwide in 2015, with their market share reaching a new high of over 40% and their combined annual shipments growing above the global average. Chinese smartphone makers also took seven of the top ten spots in the 2015 worldwide vendor ranking. Huawei in particular edged out Lenovo for the first time to become the No. 3 vendor globally and the leading vendor in China.

Samsung suffered its first-ever annual shipment decline in 2015; Apple still shines with stellar results

Huawei tops Chinese market with shipments surpassing 100 million for the first time; other Chinese vendors also registered large shipment growth

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 PinchunChou@TrendForce.com

Lindsay Hou +886-2-8978-6488 ext.667 Lindsayhou@TrendForce.com

Source URL: Trendforce - Press Center [TrendForce Says Huawei Led the Global Rise of Chinese Smartphone Brands in 2015 by Shipping Over 100 Million Units to Take No. 3 Worldwide](#)