

OPPO and Vivo to Surpass 40% in Production Volume Growth This Year as Competition Intensifies Among Chinese Smartphone Makers, Says TrendForce

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TrendForce finds that Chinese smartphone brands will continue to witness substantial increase in their production volumes through 2016, with their average year-on-year growth rate reaching 11%. Huawei, OPPO and Vivo will be able to maintain strong market performances this year. LeEco, which experienced a rapid rise last year, will post notable production volume growth as well.

Huawei encounters setbacks in sales while LeEco's smartphone business takes off with its production volume growth rate at above 300% year on year

ASUS's production volume growth is expected reach 34% year on year whereas HTC will suffer an annual decline of almost 30%

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.

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

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