

## Global Smartphone Production Volume to Remain Flat in 4Q18 Due to Sluggish Demand, Says TrendForce

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TrendForce's latest report on this year's smartphone production, the total volume for 3Q18 grew by 8% from 2Q18 to around 380 million. The growth was attributed to a gradual recovery of demand in 2Q18 and the stock-up of inventories related to releases of new devices and holiday sales events. Although the latest products from Apple and Huawei continue to generate demand in the smartphone market, the sales of new iPhone XR/XS/XS Max turned out to fall short of expectation, resulting in lower shipments of iPhones. Therefore, DRAMeXchange estimates that the total production volume for 4Q18 will be roughly similar to that of 3Q18, coming to around 380 million units.

Apple will compete with Samsung for the top position in the production volume ranking for 4Q18

### 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](http://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.

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