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Global Smartphone Production Volume May Decline by Up to 5% in 2019, Huawei Would Overtake Apple to Become World's Second Largest Smartphone Maker, Says TrendForce

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TrendForce. Brands would record lower production volumes this year because the overall demand outlook in the global smartphone market remains weak. The lack of breakthrough features or specs has made the consumers less active than before with respect to replacing their existing devices. If the demand outlook becomes worse, together with uncertainties and impacts from the U.S.-China trade war, the decline in global smartphone production may reach 5% in 2019. As for the global ranking of smartphone market share, Samsung would remain the market leader, while Huawei is expected to surpass Apple to become the world's second largest smartphone maker. Apple would then take the third place.

Apple’s production volume continues to drop due to headwinds from high price tags and sales ban

Chinese smartphone brands are faced with more acquisitions; gaps between top global smartphone brands’ become smaller in terms of market share

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 visitwww.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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