

Global Smartphone Market Cooling in 2019 with a YoY Decline of 10% in Production Volume, Says TrendForce

2019-01-29 [TrendForce](#)

TrendForce reports that the global smartphone production volume for 4Q18 totaled 383 million units, staying at a constant level from the previous quarter. In response to the slacking consumer demand, branded smartphone makers scaled back their production in 4Q18 and paid more attention to inventory management. Looking ahead to 1Q19, they have set modest production targets due to the lower-than-expected sales in the previous quarter. Even though prices of components have been falling, smartphone makers will remain passive in their stock-up efforts since they are under inventory pressure. TrendForce forecasts that the global smartphone production volume for 1Q19 will come to 307 million units, showing a YoY drop of 10%.

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

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