

TrendForce: Chinese Smartphone Brands Account for Over 30% of Global Shipments in 2013; Lenovo May Replace Samsung in Chinese Smartphone Market

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DRAMeXchange, a research division of [TrendForce](#), with component cost continually decreasing, many mobile phone makers are developing entry to mid-level smartphones in an effort to increase market share. As a result, feature phones are gradually being phased out of the market; smartphone shipments are forecast to exceed 650M units in 2012, more than 40% growth compared to 460M units shipped in 2011.

High-end Smartphone Battle Over as Apple and Samsung Dominate

Chinese Smartphone Market May See New Leader; Lenovo-Samsung Market Share Gap Less than 1% in 3Q12

Figure 1. 2011-2013 Smartphone Shipment Volume, Global vs. China



Source ; DRAMeXchange

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.

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