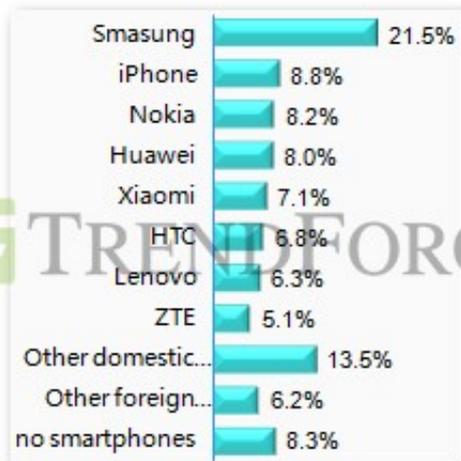


## TrendForce: Xiaomi Squeezes past HTC to Become Fifth Most Used Smartphone Brand in China

2013-10-03 [TrendForce](#)

Figure 1: Most used smartphone brand among Chinese consumers



Source: TrendForce

The Xiaomi brand is probably best known for its “low cost, high performance” reputation. According to AVANTI’s research, more than 60% of the surveyed consumers have showed interest in buying the “Red Rice” smartphone due to its high price performance ratio as well as affordability. Of these respondents, the majority of those that took interest in the device’s low price point tend to be 39 years old or under. The male respondents who are most concerned about internet connectivity tend to show greater interest in keeping track of Xiaomi’s smartphone devices than their female counterparts.

Aside from appealing to the existing Xiaomi users, the “Red Rice” smartphones have managed to also attract users of various other smartphone brands. Compared to Apple, which enjoys high brand loyalty, many Android smartphone companies are revealed have been hit hard by Xiaomi’s rising popularity. The desire to switch to the “Red Rice” smartphone appears to be the greatest among Lenovo’s and ZTE’s users, and moderately strong among users of Samsung, Nokia, and Huawei.

According to the data collected from AVANTI’s 3,272 Chinese respondents, the Xiaomi smartphone’s usage rate, while above HTC’s, is still behind that of Samsung, Apple, Nokia, and Huawei. The Chinese company currently ranks fifth in the “most used smartphone brand” category.

Figure 2: Desire to purchase Xiaomi smartphones from users of different brands

	Samsung	iPhone	Nokia	Huawei	Xiaomi	HTC	Lenovo	ZTE	No Smartphone
Want to Own	66.6%	49.2%	63.2%	62.8%	75.1%	59.2%	72.7%	69.5%	34.7%
Undecided	20.5%	22.9%	18.7%	25.1%	11.7%	22.0%	16.0%	20.9%	24.9%
Don't Want to Own	12.9%	28.0%	18.1%	12.2%	13.2%	18.7%	11.3%	9.7%	40.5%
Market Share	21.5%	8.8%	8.2%	8.0%	7.1%	6.8%	6.3%	5.1%	8.3%

Source of Data : A1: What smartphone brand do you use the most? N=3272  
B4: Do you plan to get Xiaomi's "Red Rice" smartphone? N=3272

Source: TrendForce

## 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.

### Media Contact

Pinchun Chou +886-2-8978-6488 ext.669 [PinchunChou@TrendForce.com](mailto:PinchunChou@TrendForce.com)

Lindsay Hou +886-2-8978-6488 ext.667 [Lindsayhou@TrendForce.com](mailto:Lindsayhou@TrendForce.com)

Source URL: Trendforce - Press Center [TrendForce: Xiaomi Squeezes past HTC to Become Fifth Most Used Smartphone Brand in China](#)