



## CHINA'S SMARTPHONE MARKET IN THE SPOTLIGHT: DISCOVER THE LATEST SMARTPHONE TRENDS IN CHINA

China leads the global smartphone market both in terms of manufacturing and smartphone brands. As the largest smartphone market in the world, smartphone shipments in China surged 101.5 percent to 96.2 million units in Q1 2021, of which 71.3 per cent were 5G compatible, according to the China Academy of Information and Communications (CAICT). The fierce competition drives smartphone manufacturers focus on researches and development for new models with better imaging, display, internet connectivity, battery charging and storage capacity.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed "Smartphone", highlighting their audience profiles, preference and online behaviors as to provide profound insights for marketers in exploring new business opportunities in the fast developing and growing smartphone market .

### AUDIENCE DEMOGRAPHICS

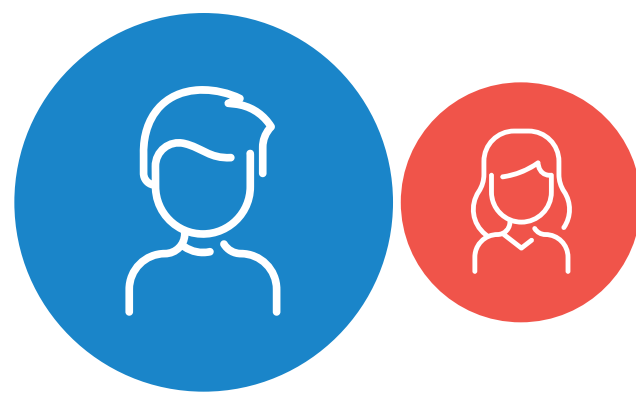
#### BRAND SCALE



**5.56M**

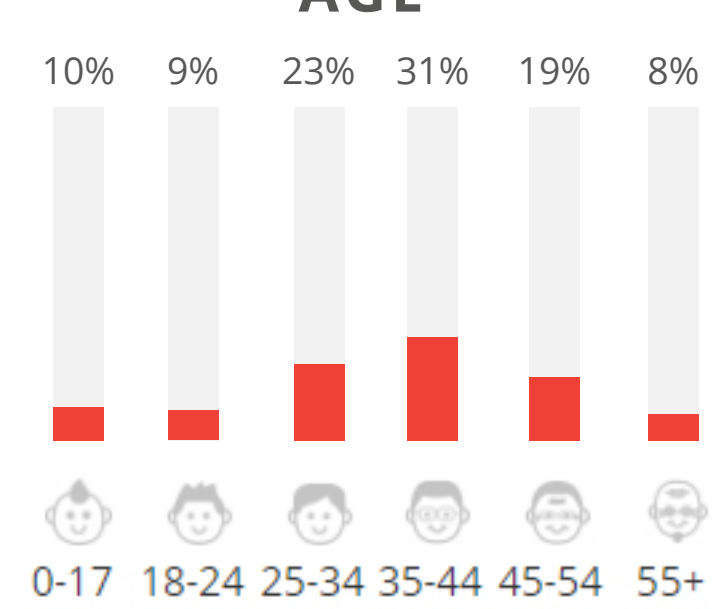
As of 17th Jun 2021

#### GENDER

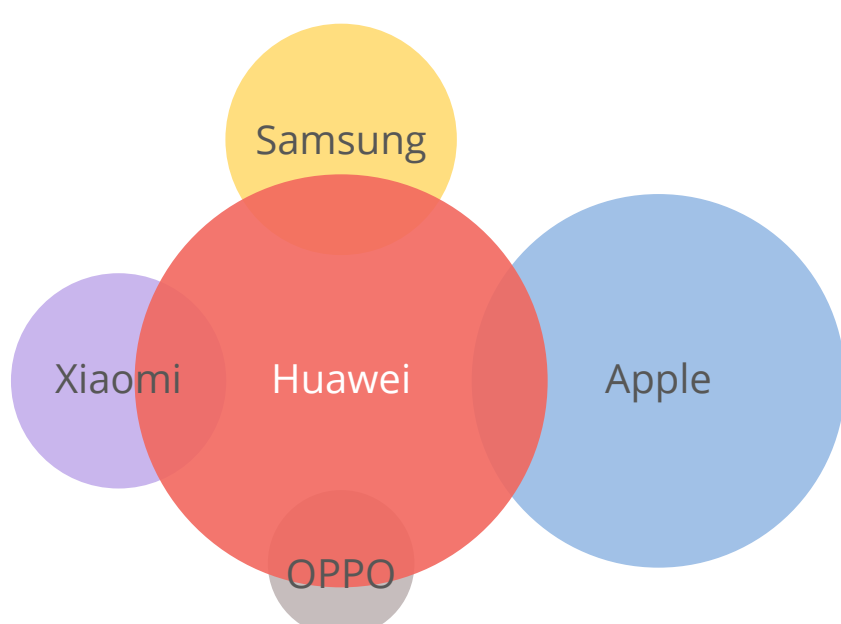


**71% 29%**

#### AGE<sup>1</sup>

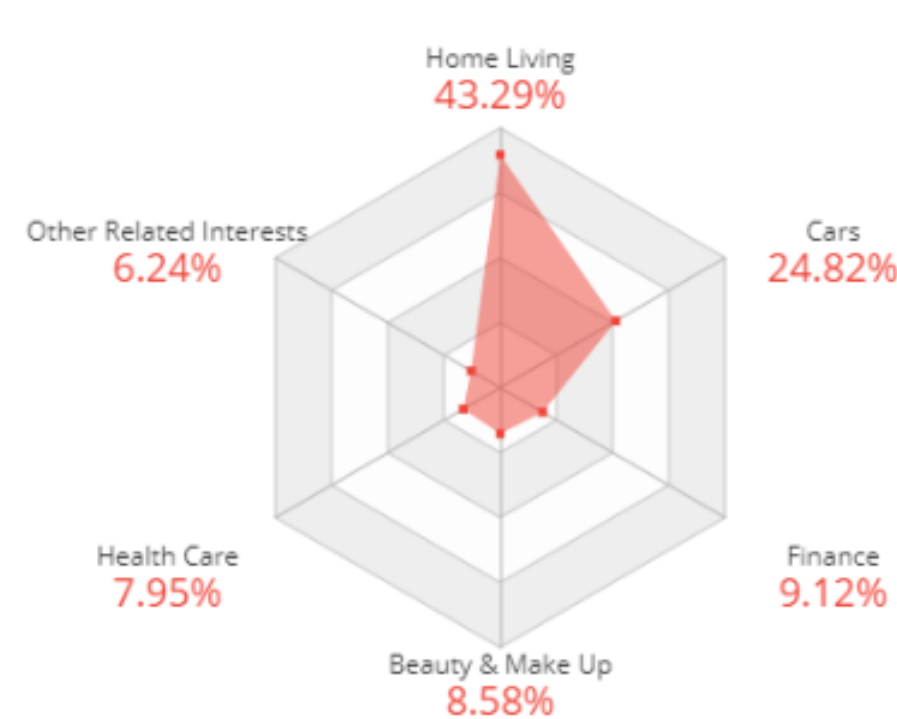


### MARKET LANDSCAPE OF SMARTPHONE BRANDS



● Huawei	5.56 M
● Apple	4.83 M
● Samsung	1.76 M
● Xiaomi	1.57 M
● OPPO	751.01 K

### AUDIENCE INTERESTED CATEGORIES<sup>2</sup>



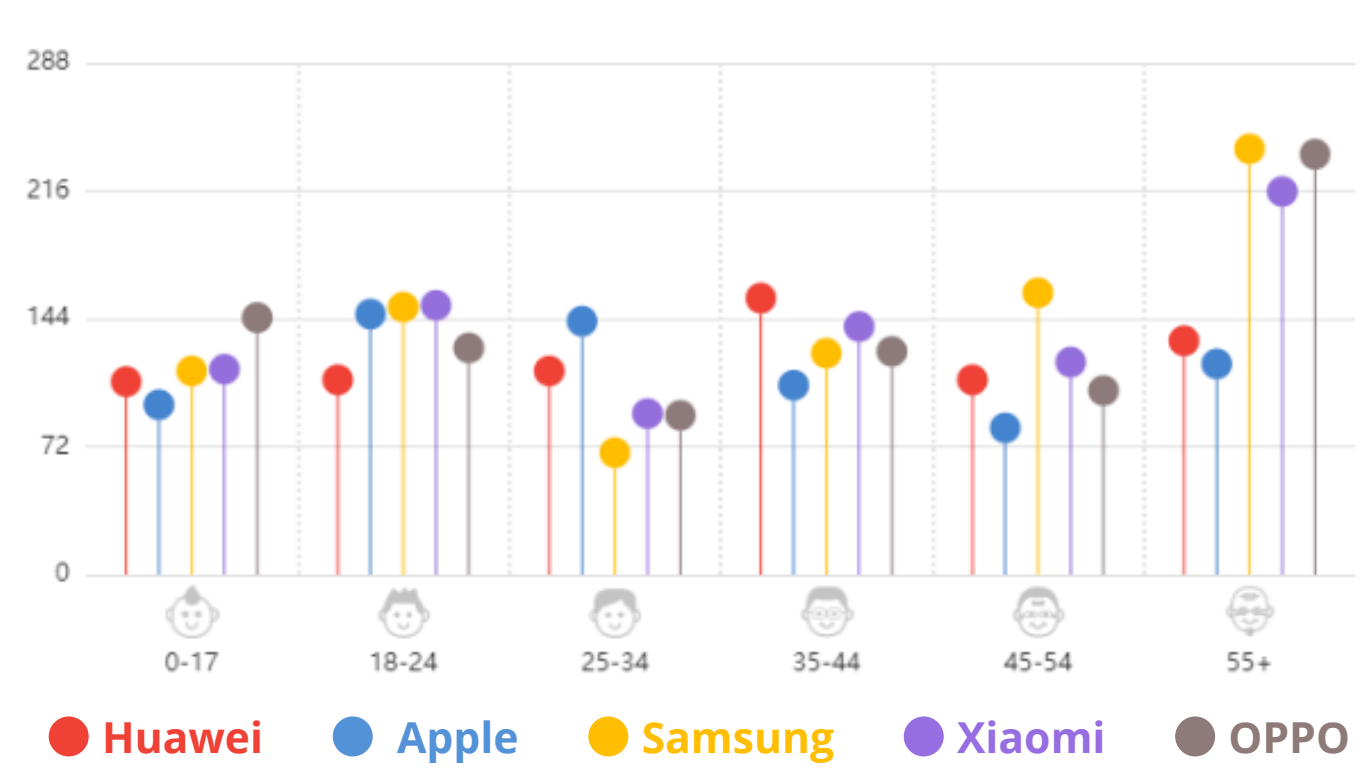
Home Living	Cars	Finance
1.Consumer Digital Products	1.Car Sales	1.Investment And Financial
2.Lifestyle Products	2.Car Services	2.Real Estate
3.Home Living And Decora...	3.Electric Vehicles	3.Other Finance And Invest...
4.Mobile Phone	4.SUV	4.Trust
5.Tablet	5.Pickup Trucks	5.Overseas Real Estate Inv...

### AUDIENCE INTERESTED KEYWORDS<sup>3,4</sup>

- CPU Manufacturers: Samsung<sup>1</sup>, AMD<sup>2</sup>, Intel<sup>3</sup>, Nvidia<sup>4</sup>
- Digital Products: Tablet<sup>5</sup>, Smartwatch<sup>6</sup>, Wireless headphones<sup>7</sup>
- Smartphone Features: Flagship edition<sup>8</sup>, Camera<sup>9</sup>, Battery life<sup>10</sup>, Battery charging<sup>11</sup>



### BRAND PREFERENCE INDEX BY AGE



### AUDIENCE GEOGRAPHIC LOCATIONS



<sup>1-4</sup>Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Jun 2021

## KEY INSIGHTS ON CHINESE AUDIENCE FOLLOWING SMARTPHONE RELATED TOPICS



**01** The majority of smartphone audience is **Male Mature Adult (25-44)**.

**02**

Audiences interested in smartphones also demonstrate interests towards **Home Living Products and Cars**.



**03** Audiences search on smartphone **reviews and comparisons** frequently.

**04**

Most audiences purchase smartphones via **official flagship store or JD.com**.

