

China Mobile Phone Industry Report, 1H 2008



The mobile phone sales in China amounted to about 96 million units in the first half of 2008, among which 89.2 million units were the licensed mobile phones. The mobile phone export reached about 248 million units in the first half of 2008, the export volume was USD14.7 billion, and the average export price was USD59.3. In addition, the mobile phone import reached 7.5 million units, among which 7 million units were unlicensed mobile phones. The total output of mobile phone was 330 million units in the first half of 2008.

The majority of companies had suffered the profit decline in the first half of 2008. The revenue of Amoi was CNY805 million in the first half of 2008, down 12% year-on-year; and its gross profit margin was only 5.3%, falling 30% compared to the same period of 2007. The revenue of Konka was only CNY525 million, decreasing 35% year-on-year; and its gross profit margin dropped from 10% to 8%.

Telsda, who had excellent performance in 2006 also started to fall down dramatically in 2007, its mobile phone output shrank to 1.7 million units in 2007, losing more than CNY100 million. In the year of 2008, Telsda has been running at half capacity, and it tends to real estate investments. The revenue of Bird fell 39%, moreover, it is reported that K-touch also had suffered the loss in the first half of 2008.

It was even worse for the mobile phone OEMs. Compal, the largest mobile phone OME in Taiwan, the mobile phone shipment of which was about 20 million units in the first half of 2008. We estimate the total shipment of Compal in 2008 will reach as many as 38 million units while it was planned to reach the goal of 48 million units. Foxconn, the world's largest mobile phone OEM, also has suffered the slowdown. On Aug 15, 2008, it announced that its net profit had fallen sharply during its interim report ending the June due to product mix changes, rising cost of operations and R&D as well as production investment growth.

However, the main consumers of mobile phone has not influenced by economy descends. The group, mainly ranging from 18 to 28 years old, has been optimistic about the future economy; those are not tending to decline their consumption expense. It is forecasted that the mobile phone industry will have a recovery in the second half of 2008.



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Product details			How to Order
Single user	USD	File	By email: report@researchinchina.com
	2,500	PDF	By fax: 86-10-82600829
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