

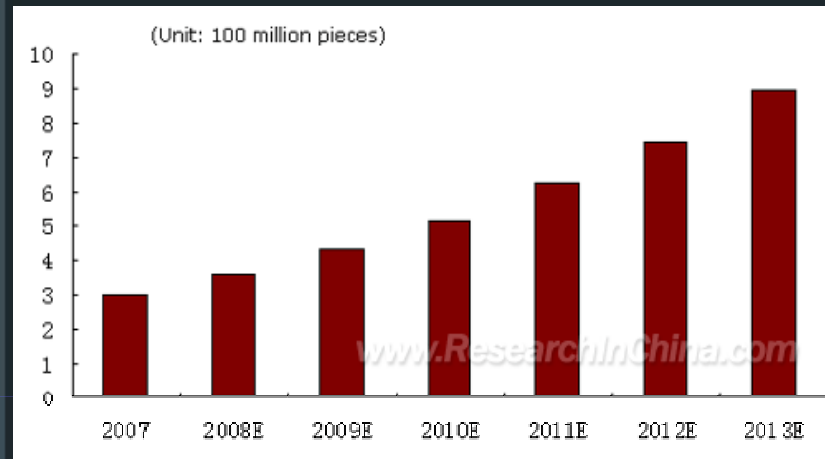
China Mobile Phone Battery Market Report, 2007-2008



There were 1,017 battery manufacturers in China in 2007, most of which converged in Guangdong province. In other provinces, there are a small number of battery manufacturers, and most of them engage in the production of both mobile phone battery and batteries for other products. This report gives analysis on the profitability of China battery market. According to the data from National Bureau of Statistics of China, the small proportion of foreign-funded manufacturers achieves the most profits.

Calculated by the configuration of two batteries for a handset, the sales of mobile phone batteries in China amounted to 298.26 million units in 2007. The average selling price of mobile phone battery hits CNY90, Thus, the sales value of mobile phone battery in 2007 soared to about CNY27 billion. Abide by an average annual growth rate of 20%, it is expected that the sales value will reach CNY70 billion by 2013.

China Mobile Phone Battery Sales, 2007-2013



Source: ResearchInChina

China is a big consumer of mobile phones, and its consumption of mobile phone battery grows year after year. Since the diversified functionality of mobile phone, the quality of mobile phone battery is highly required. Battery with huge capacity and long standby time will be the popularity.

Due to frequent quality events in the speedy market development in 2007, the consumers become increasingly aware of brands. In addition, the pressure from environmental protection and energy saving forces many manufacturers focus on new environment-friendly mobile phone battery. Japan has started up the R & D of fuel mobile phone battery and solar energy mobile phone battery.

The report mainly analyzes the development of mobile phone battery technologies in China and the development trend of mobile phone battery in the future, elaborately on the competitiveness of mobile phone battery manufacturers. It is concluded that there are so many manufacturers in China, but scattered. The production called to be expanded further and the quality of mobile phone battery to be improved.

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