

《2016国产手机“大丰收”之年：市场份额大增，产量占全球半壁江山》

导读:2016手机界地震频发，三星Note 7爆炸亏损严重，苹果创新不再“果粉”纷纷弃坑，中国国产智能手机却迎来了大发展。今年第一季度国产手机出货量第一次超过了三星和苹果的总和，全年手机生产量达到6亿台，占据全球总量近50%。



As the largest market for smartphones, China has seen a decreased market share held by leading phone-makers including Apple and Samsung in 2016, with domestic brands being the biggest beneficiaries of these drop-offs, Economic Information reported on Dec. 28.

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Samsung's market share dropped by 14.2 percent in the third quarter of 2016, the company's worst performance to date, which has mainly been attributed to widespread battery explosions of Samsung phones over the past year. But there's no guarantee the brand will return to the top even if it survives its current crisis.

2016????????????????14.2%??
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Meanwhile, Samsung's foreign peer, Apple, has also failed to maintain its earlier performance. With steadily decreasing sales, China has lost its title as Apple's second largest market. One factor in this decline may be insufficient innovation. Experiencing "iPhone fatigue," more and more Chinese customers are now moving to domestic brands.

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