

导读:去年中国智能手机出货量达到了4.65亿台，占比全球总量近三分之一，华为、OPPO、VIVO均称为了全球前五大手机制造商。



????????IDC????????????????????OPPO???vivo????????????????5????????

?IDC????2016????????????14.7????????2.3%?

[illegible]

However, 2016 saw the rise of Chinese mobile phone-makers. Huawei shipments grew 30.2 percent year on year to 139.3 million units, and the company retained its No. 3 position globally. In addition, the last quarter of 2016 marked the first time that Huawei achieved a double-digit global market share. The other two manufacturers, OPPO and vivo, both achieved growth of over 100 percent, shipping 99.4 million and 77.3 million units respectively in 2016.

????????2016????????30.2%????1.393????2016????2?????????
???OPPO?vivo????100%?2016????9940???7730???

Statistics from another market research firm, Counterpoint, indicate that China shipped 465 million smartphones over the last year, accounting for nearly one-third of the global volume.

????????Counterpoint????????4.65????????

IDC believes that the rising disposable income of Chinese people has resulted in greater consumption, which contributed to the rapid growth of the domestic smartphone market. Chinese customers now consider mobile phones an essential tool required to meet their daily needs, IDC speculated. They also see it as a symbol of their taste, rather than simply a cost-effective piece of hardware.

IDC????????IDC????????
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