

Media alert: Apple grows by 40% after six consecutive quarters of decline in China

Palo Alto, Shanghai, Singapore and Reading (UK) – Monday, 30 October 2017

[Chinese smartphone shipments registered another quarter of decline as the market contracted 5% in Q3 2017 to 119 million units.](#) The race to the top remains tight as Huawei, Oppo and Vivo took 19%, 18% and 17% market share respectively. Huawei grew shipments by 23%, shipping over 22 million units to take the lead, while Oppo declined slightly (compared to the stellar performance a year ago) shipping 21 million units. Vivo, with a 26% growth was the most impressive performer in the top 3, shipping over 20 million units. Xiaomi and Apple round up the top 5 this quarter.

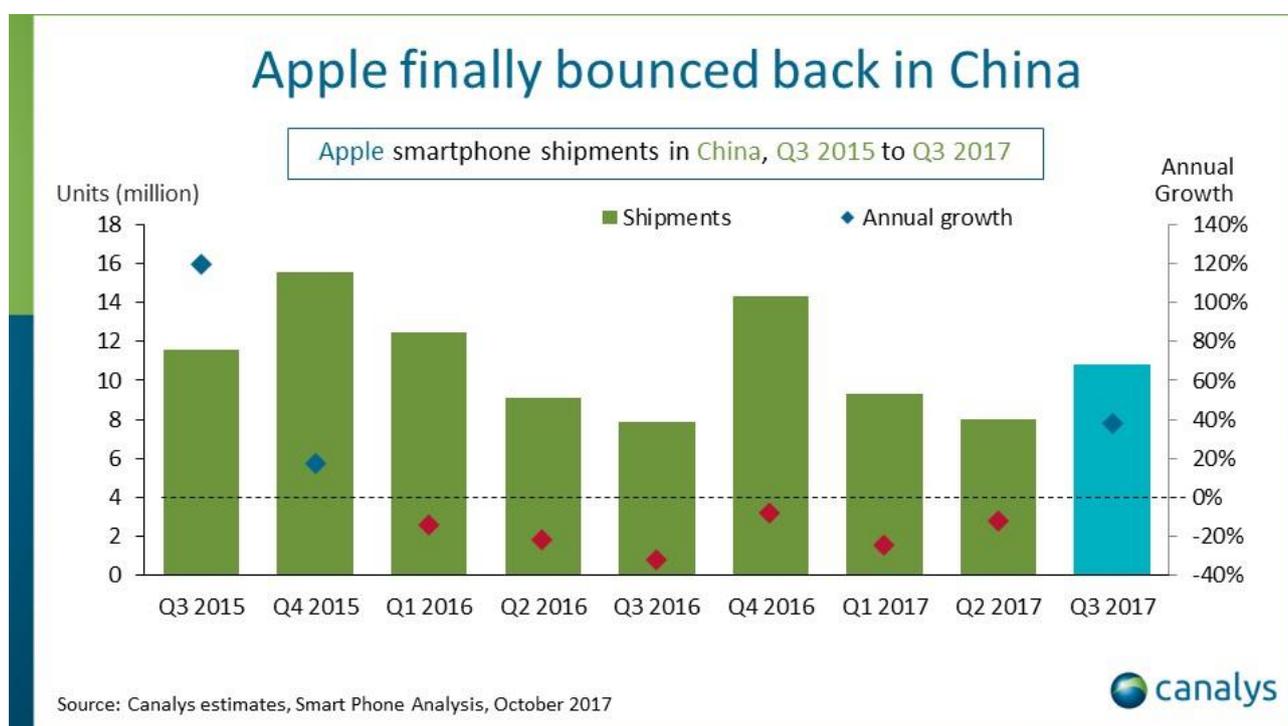
 [Apple grows by 40% after six consecutive quarters of decline in China](#)
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Apple's declining streak in China has come to an end, as shipments grew 40% from 8 million in Q3 2016 to about 11 million this quarter. This makes it Apple's best performance in China in the last eight quarters, where its growth has slowed considerably since the launch of the iPhone 6S. The mix of the iPhone 8 series at launch is also higher than the corresponding mix of the iPhone 7 series at launch last year. However, despite launching three new devices this year, Apple's success in China could be short-lived.

"Apple's growth this quarter is only temporary. The high sell-in caters to the pent-up demand of iPhone upgraders in the absence of the iPhone X. Price cuts on earlier models after announcing the iPhone 8 have also helped. However, Apple is unlikely to sustain this growth in Q4," said Canalys Research Analyst Mo Jia.

Despite being touted as widely expensive, excitement for the launch of the iPhone X is building in China. "While the iPhone X launches this week, its pricing structure and supply are inhibiting. The iPhone X will enjoy a healthy grey market status, but its popularity is unlikely to help Apple in the short term." added Jia.



As the top 5 continue to strengthen their position, declining shipments has become a major cause of worry for many vendors in China. "Moving into the last quarter of the year, the competition among the top vendors in China will remain tight with no clear winner," said Canalys Research Analyst Hattie He.

"Q4 will be a highly competitive quarter off the bat, with the 11.11 online shopping festival taking center stage. On the back of its aggressive offline expansion, Xiaomi is poised to break the dominance of Huawei, Oppo and Vivo next quarter, making it an even tighter battle to the top."

Smartphone quarterly estimate and forecast data is taken from Canalys' Smartphone Analysis service.

For more information, please contact:

Canalys EMEA: +44 118 984 0520

Ben Stanton: ben_stanton@canalys.com +44 118 984 0525

Canalys APAC (Shanghai): +86 21 2225 2888

Mo Jia: mo_jia@canalys.com +86 21 2225 2812

Hattie He: hattie_he@canalys.com +86 21 2225 2814

Canalys APAC (Singapore): +65 6671 9399

TuanAnh Nguyen: tuananh_nguyen@canalys.com +65 6671 9384

Lucio Chen: lucio_chen@canalys.com +65 6657 9301

Canalys Americas: +1 650 681 4488

Vincent Thielke: vincent_thielke@canalys.com +1 650 656 9016

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Alternatively, you can email press@canalys.com or call +1 650 681 4488 (Palo Alto, California, USA), +65 6671 9399 (Singapore), +86 21 2225 2888 (Shanghai, China) or +44 118 984 0520 (Reading, UK).

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Americas: Suite 317, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488

APAC: Room 310, Block A, No 98 Yanping Road, Jingan District, Shanghai 200042, China | tel: +86 21 2225 2888

APAC: 133 Cecil Street, Keck Seng Tower, #13-02/02A, Singapore 069535 | tel: +65 6671 9399

EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520

email: inquiry@canalys.com | web: www.canalys.com