

Media alert: Apple takes top spot in China for first time in smart phones

Shanghai, Palo Alto, Singapore and Reading (UK) - Tuesday, 27 January 2015

The incredible popularity of the iPhone 6 and 6 Plus in China in Q4 2014 has led Apple to take first place in the Chinese smart phone market for the first time by units shipped. This is an amazing result, given that the average selling price of Apple's handsets is nearly double those of its nearest competitors.

While Chinese smart phone vendors are quickly gaining ground internationally, Apple has turned the tables on them in their home market. The company is finally riding the large screen and LTE trends in China, which have been vital to its success, along with a well-timed launch and a clampdown on gray exports of its products out of Hong Kong. The top four vendors in Q4 in China by units shipped were Apple, Xiaomi, Samsung and Huawei, respectively.

Canalys will be providing its clients with full details of this remarkable story next week, when its quarterly country-level smart phone estimates are published.

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Our analysts will be at Mobile World Congress in Barcelona from 1 to 5 March to discuss key topics. If you have any questions or opinions that you would like to discuss, don't hesitate to contact them at: press@canalys.com

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT, channel and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology and our high level of customer service.

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