

Media alert: Huawei's smart phone shipments reach a new high in China

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Huawei's consumer group posted positive results in its [H1 financial results](#), with impressive growth in its smart phone business. The company performed well in China, following up its near 50% annual growth in Q1 with its largest quarterly shipment number to date. Huawei cemented its lead in the Chinese market, shipping just over 19.1 million smart phones, tantalizingly close to China's record quarterly shipment number of 19.2 million, set by Samsung in Q4 2013. Annual smart phone shipments surged in China in Q2 2016, and with just over a 16% share, Huawei is leading the local players pulling away from international brands Apple and Samsung.

Q2 2016 Chinese market highlights

- Oppo and Vivo reached new heights to take second and third place as both shipped over 15 million units.
- Oppo's bets on the premium market and physical retail stores continue to pay off.
- Vivo continues to concentrate on its core markets in tier-three and four cities.
- Xiaomi's shipments were largely flat compared with Q1, but fell around 20% year on year as it struggled to expand its open channels and deliver a blockbuster flagship handset.
- Apple held onto fifth place, ahead of Samsung, with around a 9% market share. The iPhone SE has done little to increase overall shipment numbers in China.

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