



Euromonitor
International

Mobile Phones in China

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for smartphones as consumers switch from feature phones and upgrade within the category
Huawei regains its lead with launch of HarmonyOS NEXT and strength in foldables
Increasing dominance of retail e-commerce as players adjust their processes

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Continued growth anticipated due to subsidies and technological advancements
AI capabilities will serve as a primary motivator for consumers to upgrade their smartphones
Accelerated integration of smart ecosystems expected

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SOURCES

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