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The Smartphones Market in China is part of Netscribes Telecommunications Industry Series. The market will be boosted by the increase in the usage of mobile internet along with the availability of 3G services and launch of affordable Smartphones with versatile features and applications. Smartphones have also gained popularity amongst the youth due to the available features that suits the business and entertainment needs.

http://www.bharatbook.com/market-research-reports/mobile-and-telecoms-market-research-report/smartphone-market-in-china-2011.html

The report begins with the introduction of Smartphone as a device, highlighting key features and description. This is followed by the market overview of Smartphone in China, providing details on the industry size and growth. The section also provides the share of brand attention rates of the leading players operating in the Smartphone space in China. The report also discusses the Smartphone operating system attention rates alongwith some noteworthy trends in the recent past.

Factors driving the growth of Smartphone market in China are also explained in detail. Rising disposable income and emergence of an increasingly affluent middle class are major drivers for the industry while constantly falling prices are bringing Smartphones within the reach of more common people. Advent of 3G services facilitating better speed and connectivity is stirring demand for Smartphones in China while rising popularity of mobile internet usage further induces demand for Smartphones with advanced internet features.

The players operating in the market also face challenges which are impeding their development and growth. Major challenges such as security threats from viruses and malicious software; and dominance of counterfeit and smuggled phones adversely affect the Smartphone industry in China.

Emerging trends in the Smartphone market include increasing popularity of android based phones, emerging hardware trends, emergence of Smartphones with localized flavour, Smartphone manufacturers venturing into tablet computers business, Smartphones becoming popular for payments and banking services and growing demand for more embedded features in Smartphones.

The competition section outlays the competitive landscape of the Smartphone industry in China briefing about the domestic and foreign players existing in the market. This section provides a ranking of the players based on the revenue and profits followed by a 3 dimensional analysis of key playersâ€™ revenues, profits and market capitalization. The report also features brief profiles of major domestic and foreign players in the market and a snapshot of their corporation, financial performance, business highlights and their product portfolio, providing an insight into the existing competitive scenario. The competition section further provides a price to feature matrix, comparing various manufacturers operating in China based on these parameters. This section offers a list of the all the models available with the manufactures.Market Research Book

For more information kindly visit :

Smartphone Market in China 2011

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