China Monthly Mobile Phone Tracker

IDC's China Monthly Mobile Phone Tracker® is designed to provide more frequent and timely tracking of the mobile phone market in China and enables vendors to adjust their product strategies based on the most up-to-date movements of their competitors. Used in conjunction with the quarterly mobile phone tracker, China Monthly Mobile Phone Tracker provides more detailed-level view of the biggest mobile phone market in the world.

Technology Coverage
This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments.

Technologies and subtechnologies:
- Vendor

Segmentations:
- Product category: Feature phone and smartphone
- Vendor competitive landscape

Geographic Scope
- PRC

Data Deliverables
This tracker is delivered on a quarterly and semiannual basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:
- Preliminary top 10
- Final data (historical)

IDC's Tracker Methodology
IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports
Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC’s tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional, state or city-level planning — setting regional, country, state or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC’s Global Tracker Process at Work