

JANUARY 2022

AAPL CHINA VOLUME 27

Audience: 1,000 + Consumers in China Sample Skews a Bit Urban (ie, 80% of sample from tier 1 and 2 cities)

CHECK BREAKDOWN: AAPL

5G INTEREST – HIGH BUT STEADY

Awareness of 5G stands at series highs. The majority of respondents are very interested in 5G capabilities.

MARKET SHARE

Android is still ahead of iOS in China, but we continue to see iOS gaining share.

SMARTPHONE REFRESH CYCLES

Data around intentions to purchase a new smartphone show an improvement relative to a year ago.

5G

www.bespokeintel.com

Apple vs. Android Overseas

Audience: 1,000+ Consumers in China Date: January 2022

DO YOU KNOW WHAT 5G WIRELESS SERVICE IS?



Apple vs. Android Overseas

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HOW INTERESTED ARE YOU IN GETTING A PHONE THAT YOU CAN USE ON A 5G WIRELESS NETWORK?



Apple vs. Android Overseas

MARKET SHARE TRENDS AND PURCHASE ENGAGEMENT

BESPOKE MARKET INTELLIGENCE

Apple vs. Android Overseas

Audience: 1,000+ Consumers in China Date: January 2022



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Apple vs. Android Overseas

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SMARTPHONE OWNERS – WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



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Apple vs. Android Overseas

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SMARTPHONE OWNERS – WHICH SMARTPHONE WILL YOU CHOOSE FOR YOUR NEXT SMARTPHONE?





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Apple vs. Android Overseas

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PURCHASED IN PAST THREE MONTHS





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Apple vs. Android Overseas

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APPLE PRODUCTS PURCHASED IN PAST THREE MONTHS This question was posed to all respondents. -O-iPhone (any version) -O-iPod (any version) -O-iMac (any version) -O-iPad (any version) -O-Macbook (any version) -O-iPad Mini (any version) -O-Apple Watch -O-Airpods or Airpods Pro -O-None 60% 40% ∋36.0% **9**24.3% 20% ⋽16.8% 14.9% **D**11.8% 9.4% 0% lun (15) Sep (15) Oct (19) Feb (20) Mar (20) Jul (20) Oct (20) Jan (21) Jul (21) Jul (21) Oct (21) lan (16) Apr (16) Apr (18) Jul (18) Oct (18) Jan (19) Apr (19) Jul (19) Jul (16) Oct (16) lan (17) Jan (18) Jan (22) Apr (17) (17) Jul Oct (17)

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Apple vs. Android Overseas

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PLANS TO PURCHASE IN NEXT THREE MONTHS



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APPLE PRODUCTS – PLANS TO PURCHASE IN NEXT THREE MONTHS



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PLEASE SELECT THE DEVICES YOU OWN FROM THE LIST BELOW (SELECT ALL)



Apple vs. Android Overseas

IPHONE AND ANDROID MIX

FOR PERSONAL USE ONLY-DO NOT FORWARD OR REDISTRIBUTE

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Apple vs. Android Overseas

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ANDROID OWNERS - MIX



This question was posed to Android owners.

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Apple vs. Android Overseas

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WHY DON'T YOU USE THE IPHONE?

This question was posed to all smartphone owners who DO NOT own iPhones.

January 2022



October 2021







April 2021







Apple vs. Android Overseas

SMARTPHONE PURCHASE FREQUENCY

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Apple vs. Android Overseas

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WHEN DID YOU GET YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



Apple vs. Android Overseas

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WHEN DO YOU PLAN TO GET A NEW SMARTPHONE?

This question was posed to smartphone owners.



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Apple vs. Android Overseas

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HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.



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