

Apple: iPhone China sales slide as Huawei soars, report says

Description

With fierce competition at its doorstep, the US technology titan, Apple, is enduring a substantial downturn in its sales performance within the Chinese market. According to a recent report from Counterpoint Research, the first six weeks of 2024 witnessed a dramatic 24% decline in Apple's iPhone sales in comparison to the same period the previous year.

Apple's pronounced decline is occurring contemporaneously with a meteoric ascent in sales by local companies such as Huawei. In striking contrast to Apple's downturn, Huawei, which had grappled ardently with US sanctions for years, witnessed a staggering 64% rise in sales within its domestic market during the same period. The remarkable success was driven by the launch of its Mate 60 series of 5G smartphones in August, despite the hurdles associated with being severed from key components and technologies required for 5G connectivity.

In a broader context, the Chinese smartphone market, which ranks among Apple's largest global markets, experienced an overall contraction in smartphone sales by 7% during the same period. Besides Huawei's surge, only Honor, the smartphone brand that Huawei divested in 2020, recorded an increase in sales among other top-five brands according to the report.

Apple's diminished sales performance factors in a milieu where aggressive pricing strategies by competitors such as Oppo, Vivo, and Xiaomi have had a constricting effect. Moreover, Apple's market share within the Chinese smartphone market has dwindled to 15.7% from 19% last year, signifying a demotion to the number four position from the previous year's number two spot, notes Counterpoint Research's Mengmeng Zhang.

Despite enduring a decline of 15% over the last year, Vivo retained its top position as the leading smartphone vendor in China. In addition, Huawei climbed up to the second spot, recording an expansion in its market share from 9.4% to 16.5% from the previous year.

In response to these tumultuous market trends, Apple has embarked on a series of strategic moves, including offering discounts on its official sites in China, and further, subsidising certain iPhone models through its flagship stores on Alibaba's platform, Tmall.

Apple's financial statement reflects the challenges encountered in the Chinese market, with its sales in the last quarter of 2023 totalling \$20.82bn (£16.4bn), a substantial contraction from \$23.9bn in the previous year. This faltering performance in China and the subsequent impact on Apple's profitability reverberated in the stock market, with the company's shares experiencing a 2.8% fall during recent trading in New York.

In conclusion, Apple's monumental challenge within the Chinese market is a stark illustration of the rapid shifts in market dynamics, driven by powerful local rivals and a changing technological landscape. The unfolding scenario will necessitate strategic realignments and innovative approaches for Apple to regain its foothold in one of the world's largest smartphone markets.



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Vocabulary List:

1. **Downturn** // (noun): A decline or decrease especially in economic activity.
2. **Ascent** // (noun): An upward movement or slope.
3. **Ardently** // (adverb): With intense feeling or passion.
4. **Staggering** // (adjective): Extremely surprising or shocking.
5. **Contraction** // (noun): The process of becoming smaller or less.
6. **Aggressive** // (adjective): Behaving in an angry or violent way.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What word means filled or well-supplied with something?

Option: Humbling

Option: Replete



Option: Poised
Option: Conceivably

2. Which word describes the quality of being impulsive or unpredictable?

Option: Grapple
Option: Wipeout
Option: Staggering
Option: Capriciousness

3. What word means having been made greater in size or value?

Option: Staggering
Option: Contraction
Option: Aggressive
Option: Augmented

4. Which word refers to a difficult or unpleasant situation?

Option: Refinement
Option: Retaliate
Option: Predicament
Option: Capitulation

5. Which term is used to describe a carefully planned movement or action?

Option: Dismal
Option: Augmented
Option: Manoeuvres
Option: Precipitated

6. What word means subject to sudden or unpredictable changes of mood or mind?

Option: Infusion
Option: Mercurial
Option: Downturn
Option: Ascent

7. Which word describes something that inspires fear or respect?

Option: Aggressively
Option: Audaciously
Option: Disclosed
Option: Formidable

8. What term means deeply shocking or surprising?

Option: Contraction
Option: Aggressive
Option: Staggering



Option: Disruption

9. Which word is used to describe bleak or depressing situations?

- Option: Pragmatic
- Option: Dismal
- Option: Augmented
- Option: Apprehension

10. What word means made known or revealed?

- Option: Capitalized
- Option: Disruption
- Option: Pragmatic
- Option: Disclosed

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. After the verbal abuse he decided to _____ by insulting them back.
- 12. She believed _____ in the importance of education for all.
- 13. The company _____ on the current market trends to increase profits.
- 14. The new manager brought an _____ of fresh ideas to the team.
- 15. The team needed to adopt a more _____ strategy to win the competition.
- 16. It is _____ possible to finish the project ahead of schedule if we work efficiently.
- 17. The experienced boxer proved to be a _____ opponent to the newcomer.
- 18. Being stranded in the middle of nowhere without a phone was a true _____.
- 19. She remained _____ in the face of criticism showing great maturity.
- 20. His _____ behavior made it hard for others to predict his next move.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

- | |
|--|
| 21. The superhero had to with the villain to save the city. |
| 22. The extreme sports competition had a challenging course with a final obstacle called the . |



23. The novel's plot several generations showcasing how family dynamics evolved over time.
24. The heated argument a series of unfortunate events that led to their breakup.
25. The mountain climbers began their to the summit as the sun rose.
26. The economic recession caused a significant in the country's GDP.
27. Her about the upcoming exam kept her awake at night.
28. The construction noise created a in the neighborhood disturbing the residents.
29. Seeing the vastness of the universe was a experience for the astronauts.
30. Her plan to start a business with no money initially surprised everyone.

Answer

Multiple Choice: 1. Replete 2. Capriciousness 3. Augmented 4. Predicament 5. Manoeuvres 6. Mercurial 7. Formidable 8. Staggering 9. Dismal 10. Disclosed

Gap-Fill: 11. retaliate 12. ardently 13. capitalized 14. infusion 15. aggressive 16. conceivably 17. formidable 18. predicament 19. poised 20. mercurial

Matching sentence: 1. grapple 2. wipeout 3. span 4. precipitated 5. ascent 6. downturn 7. apprehension 8. disruption 9. humbling 10. audacious

CATEGORY

1. Business - LEVEL6

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