

Hitting the U.S. ban, Huawei forecasts smartphone sales will drop 20% in 2020

Without installing Google services, Huawei smartphones will be difficult to receive in the international market while the domestic market will compete more and more fiercely.

Despite the U.S. government ban, 2019 could be considered a successful year for Huawei smartphones as they sold more than 240 million devices. But what makes people concerned is whether this success will be maintained in 2020 when there is no sign that the US government will lend a hand to this company.

A new report from The Information site somewhat answers this question. According to the report, Huawei expects its smartphone sales to fall by 20% in 2020 as a result of the U.S. government trade ban. A source from The Information said this information was shared among senior managers in Huawei's consumer devices division.



The Information report says:

" Huawei's international smartphone sales last year did not collapse in part because the company was still able to sell some old models when the ban on using Google services didn't take effect. But this year, Huawei is expected. production will drop to between 190 million and 200 million smartphones . "

In fact, when Google services are not pre-installed, Huawei's sales in markets like Europe and other overseas markets will come as no surprise.

Before the U.S. government ban in May 2019, Huawei was able to launch a lot of new devices like the P30 series as well as devices under the Honor brand with Google services pre-installed. But 2020 will be the first

year that no new Huawei equipment will receive support from Google Play Services.

Meanwhile, the company's own Huawei Mobile Services platform is still in the process of building an app ecosystem, and it's clear that this process won't be completed anytime soon.



The Mate 30 Series, Huawei's flagship series, comes without Google services.

While Huawei is struggling to meet the needs of the app ecosystem for international users, its rivals such as Samsung, Xiaomi and Oppo are constantly introducing new fully supported hardware devices. full Google services. It will not be strange if these rivals will surpass Huawei this year, at least in the international market.

Now all eyes are on the Huawei P40 series launch in late March. Almost certainly this will be Huawei's next flagship without Google services, but with the inclusion of some of the high-end imaging features commonly seen with the previous P series, the P40 will be a real test for the P40. with Huawei in the international market. Will it show that international users are willing to trade in handy software for high-end hardware features?

Refer to Android Authority

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