

Infected with corona virus, Chinese smartphone sales plunged by 45% in February, Apple fell by 60% alone.

In February of this year, Apple shipped less than 500,000 smartphones in the Chinese market.

Last February was a period of tremendous sales decline for smartphone manufacturers in China, including Apple, Huawei and Xiaomi. Apple alone sold less than 500,000 smartphones, which is a decline of 60% compared to the same period last year when in February 2019, Apple shipped 1.27 million smartphones in China.

While Apple shipped only 494,000 smartphones in February, Chinese companies also saw a sharp drop in smartphone shipments, from 12.72 million units in February 2019 to 5.85 million products this year. For the whole Chinese market, the decline was 54.7% (from 14 million products to only 6.34 million products).



According to the China Academy of Communications and Information Technology, the underlying cause of this decline is nothing more than the corona virus outbreak, which caused a series of factories across China to close, in conjunction with the order. restrict travel and require residents to stay in Chinese government homes.

Other market research companies like IDC and Canals are predicting that the number of smartphones shipped in the first quarter of 2020 will drop by about 40% when the corona virus outbreak has negatively impacted both demand and supply chain.

The first two weeks of February were the worst for Apple in the Chinese market when the company closed its entire store. Even now, despite being reopened, their operating capacity is very limited. In February, Apple warned investors to revise revenue forecasts due to a drop in sales.

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