

Chinavasion – Disrupting the global smartphone industry with affordable Chinese alternatives.

As a leading wholesaler of Chinese smartphones, Chinavasion, aims to disrupt the global smartphone industry by making branded Chinese flagship devices such as those from Lenovo, Xiaomi, and UMi available to western consumers at remarkably low prices.

Thanks to a severely competitive landscape major Chinese brands attempt to differentiate themselves through quality specs and low prices, resulting in a market filled with affordable high-end [Android phones](#), although until recently it has been hard for western consumers to tap into this wealth of affordable phones.

PR Manager at Chinavasion, Ms. Rose Li stated, "Phones that were previously hard to obtain in the west are now more readily available as Chinavasion reacts to the growing demand by drastically expanding its branded smartphone range with new flagship offerings from the likes of Xiaomi, Lenovo and UMi to name just a few."

Unlike the current global smartphone market that is dominated by two or three major players, the Chinese market holds a lot of competition. Lenovo and Xiaomi, for example, are just two Chinese brands that in 2015 ranked in the top 5 of global smartphone manufacturers due to their strong presence in the Chinese market.

With so much competition there's a strong lineup of Chinese smartphone manufactures that offer great value for money and feature specs similar to rival western branded flagship devices while being available for half of the price.

Ms Rose Li, said, "Chinavasion has seen the sale of Chinese branded flagship devices rise significantly in 2016 and the growth is expected to continue into the next quarter and 2017 as western consumers are becoming more aware of the capabilities and advantages of Chinese electronics".

Due to this change in consumer behavior a dynamic shift is expected in the way western companies deal with meeting their customer's demands, leading to an increasing in the sale of [new Android phones](#) by Chinese manufacturers to western resellers.



Rising Chinese smartphone brands such as UMi, Lenovo, and Xiaomi are focusing on delivering all the same high-end specs that Western consumers are used to but for a significantly lower price. High-end 16MP cameras, Dual SIM card slots, FHD displays, and the latest fingerprint technology are some specs that one is likely to find on a Chinese flagship device.

Additionally, Rose Li stated, "It is common for top Chinese smartphones to run on an Octa-Core processor that has been backed up by 3 or more Gigabytes of RAM, making them in many cases just as fast and sometimes even faster and more powerful than western branded competitors." Featuring a premium, often metal alloy, finish these Chinese smartphones are barely distinguishable from other major brands.

Being able to compete with major western brands by delivering high performing hardware and specs while, at the same time, featuring a premium design, the popularity of Chinese branded smartphones worldwide continues to increase significantly.

At the moment the top 2 Smartphone companies dominate approximately 35% of the global industry, with the next 3 or 4 companies in line fighting to control a similar market share among each other.

"We expect a dynamic industry change in the near future with the many Chinese, runner-up companies, steadily gaining more and more market share by offering comparable high-end products at lower prices." Said Ms Li.

Chinese smartphone manufacturers are expected to play an ever increasing role of importance in the future global smartphone industry that, according to IDC, is expected to produce in total more than 1.76 Billion units annually by the year 2020.

[Wholesale China](#) electronics company, Chinavasion, is a specialist in high-end Chinese Smartphones, offering wholesale prices, global express shipping, and 12 months warranty on all products.