



Top 5 Cell Phone Brands

Male vs. Female



- The Apple iPhone tops the list for favorite mobile phone brand among both men and women in China.
- Huawei beats out Samsung for 2nd place among men who seem more likely to purchase local brands likely due to the advanced technology and improved quality.



1 **Apple iPhone**
35.9%

2 **Samsung**
24.7%

3 **Huawei**
18.0%

4 **Xiaomi**
9.5%

5 **Oppo**
3.4%



1 **Apple iPhone**
33.1%

2 **Huawei**
24.4%

3 **Samsung**
21.1%

4 **Xiaomi**
10.7%

5 **Meizu**
2.2%

Question: What brand of mobile device are you considering as your first choice?

Source: ProsperChina™ Q2-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



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