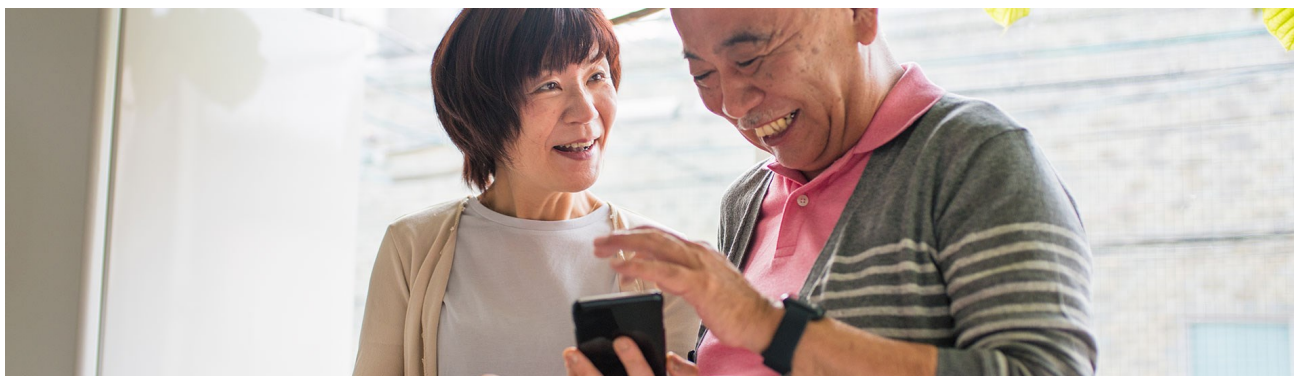


Active is: Conducting proprietary research

# Consistent trends in smartphone demand

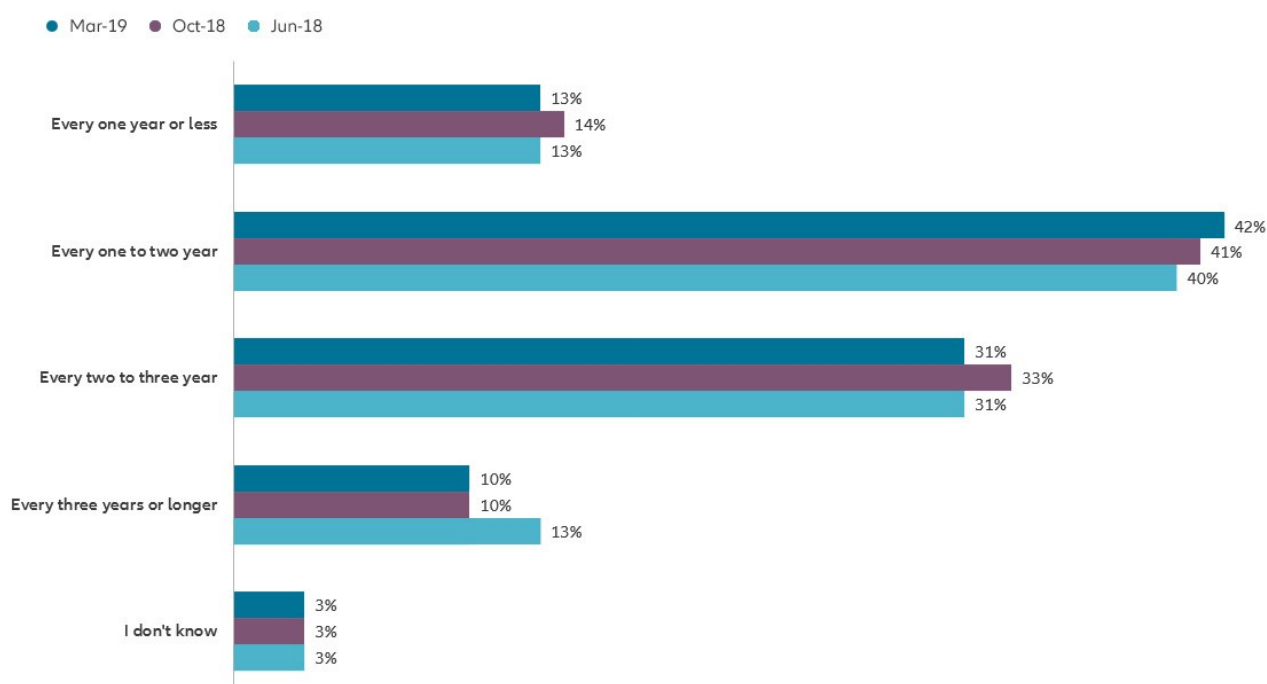
16/08/2019 [↓](#)

## Summary

Most aspects of smartphone purchasing – replacement cycle, triggers for replacement, most popular price range, and importance of processor speed and security-related features – have not changed significantly vs. previous Grassroots® surveys, while awareness and importance of the triple camera features have increased.

Interviews with smartphone users in China revealed that the replacement cycle remains consistent vs. previous Grassroots® surveys: 13% purchase a new smartphone every year or more frequently, 42% every one to two years, 31% every two to three years, and 10% every three years or less frequently. Slow processor speed continues to be the most important trigger among sources for smartphone replacement, followed by current smartphone being broken/malfunctioning, new/more-advanced features and insufficient memory/storage capacity.

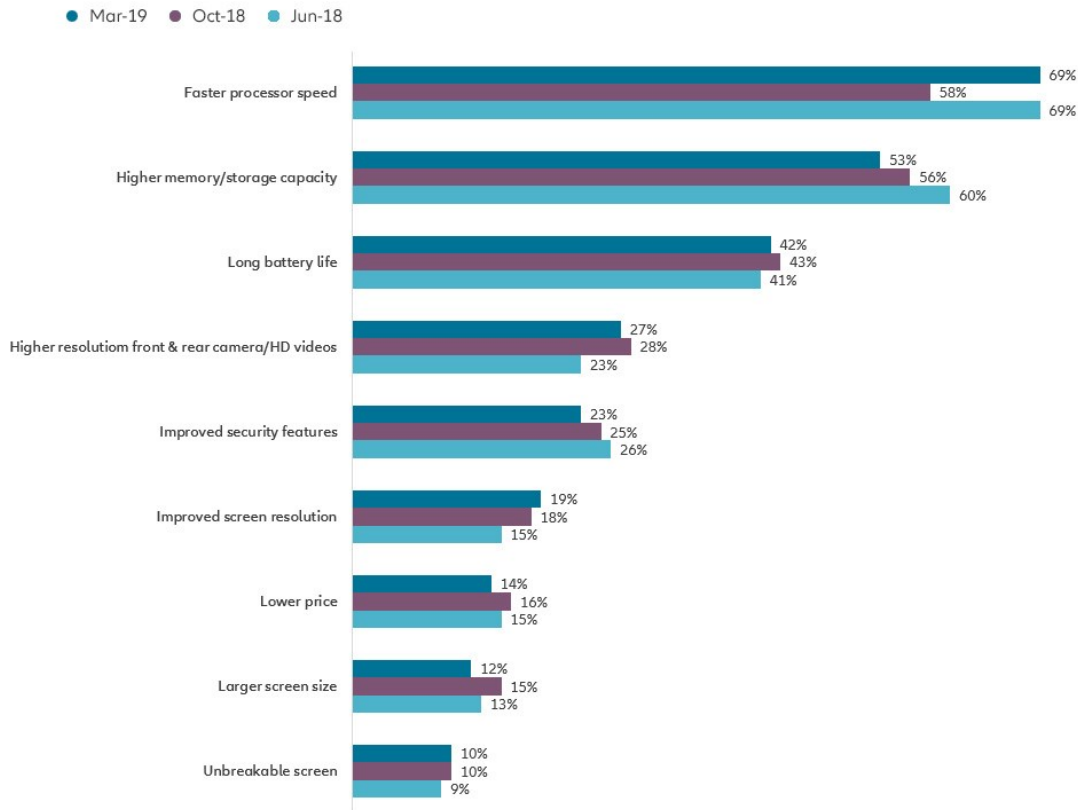
### How frequently do you purchase a new smartphone?



Indeed, when shopping for a smartphone, faster processor speed continues to be the most important consideration among sources, followed by more memory/storage capacity and longer battery life. In the next six months, 30% definitely will purchase a new smartphone, and 53% may consider doing so, including 19% who are waiting for 5G smartphones, similar to the October 2018 Grassroots® survey. Although CNY 2,000–CNY 3,999 (USD 298–USD 596) continues to be the most popular price range for a new smartphone purchase, there continues to be more interest among sources in higher-end smartphones – particularly in the CNY 4,000–CNY 4,999 (USD 597–USD 745) price range – vs. October.

**What are your most important considerations when shopping for a new smartphone?**

(Select up to three.)

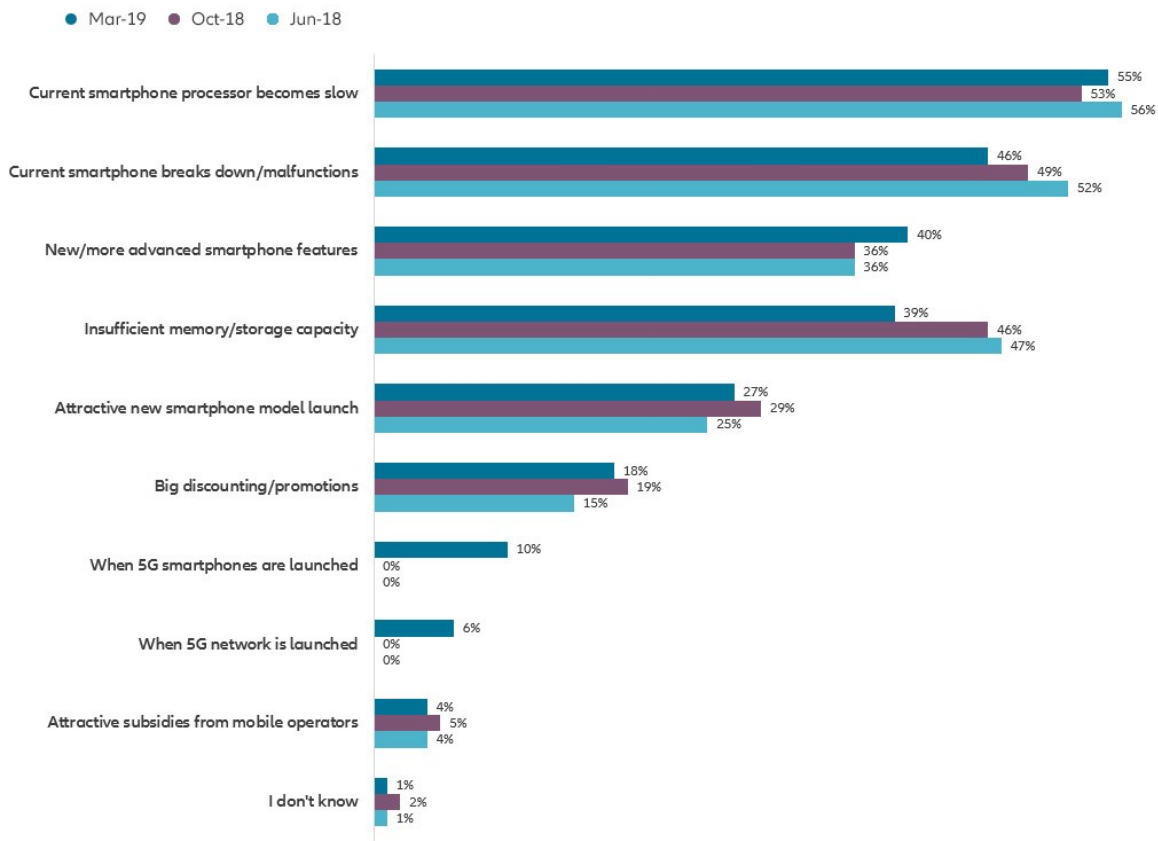


Source: Grassroots® Research

Meanwhile, 62% of sources were aware of the triple camera feature in some newly launched smartphone models – a significant increase vs. October. Among these, 62% believe the major benefit is better photo quality, and 32% cited the optical zoom function. Among sources who were aware, 52% would be willing to pay a price premium of up to CNY 500 (USD 74) for the feature, and 73% would be willing to pay up to CNY 800 (USD 119). Security-related smartphone features – under-display fingerprint sensor as well as face recognition – reportedly continue to be more important than other features, such as a triple camera, augmented reality and a bigger screen with a narrow edge; there is a significant increase in the importance of the triple camera feature vs. October. Meanwhile, 85% of sources were aware of recently launched smartphones with a foldable screen. Among these, 65% are interested in buying one: 54% would be willing to pay a price premium of up to CNY 2,000 (USD 298) for the feature, and 80% would be willing to pay up to CNY 5,000 (USD 745). Looking ahead, 27% of sources definitely will upgrade to 5G when it becomes available on the market, while 50% will consider it depending on pricing and offers.

**What would most likely trigger you to purchase a new smartphone?**

(Select up to three.)



Source: Grassroots\* Research

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Update III/2019

# Global Asset Management Colloquium 2019: focus on artificial intelligence and new media

03/12/2019 ↓



## Summary

Blessing or curse? Virtually no other trend is growing as fast as global digitisation – with an enormous impact on society and the capital markets of the future. The Global Asset Management Colloquium 2019, held in Königswinter, examined the growing potential, but also the dangers, stemming from this trend, such as in traditional sectors of the economy.

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