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Huawei & Oppo fast growing mobile phone handsets

New research from Roy Morgan shows that mobile phone handsets from Chinese owned Huawei and Oppo are two of the fastest growing in the Australian market.

Over the last two years the number of Australians aged 14+ owning Huawei handsets has grown an impressive 87% to 471,000 in the 12 months to September 2018. Rival handset maker Oppo, which only entered the Australian market in late 2014, has grown from a standing start to be one of Australia's most widely held handsets with 368,000 Australians owning Oppo handsets.

However, although the two Chinese handset makers are growing faster than any of the other leading handset makers, they remain well behind the two market leaders the Apple iPhone and Samsung.

Australia's most widely held mobile phone handset is again the Apple iPhone used by over 8.6 million Australians and up an impressive 16% on two years ago. The handsets of key rival Samsung are used by over 5.6 million Australians in 2018, virtually unchanged on two years ago.

These are the latest findings from Roy Morgan's Single Source (Australia) which is based on a survey of over 50,000 consumers per annum including over 15,000 interviewed about their telecommunications preferences including mobile phone handset ownership.

Mobile phone handset growth Sept. 2016 cf. Sept. 2018 ('000)

	12 months to September 2016	12 months to September 2018	Handset Growth %
1 Apple iPhone	7,418	8,636	16%
2 Samsung	5,647	5,641	0%
3 Telstra	889	856	-4%
4 HTC	725	524	-28%
5 Huawei	251	471	87%
6 Nokia	1,182	436	-63%
7 Oppo	n/a	368	n/a
8 Sony	470	324	-31%
9 Motorola	201	230	14%
10 LG	359	218	-39%
Other Handsets*	872	1,444	66%

Source: Roy Morgan Single Source. 12 months to September 2016, n= 14,416; 12 months to September 2018, n= 15,009. Oppo handsets were first sold in Australia in late 2014 and were added to the Roy Morgan Single Source survey in January 2018. *Other handsets includes Alcatel, ZTE, Nexus, Google phones, Blackberry, Microsoft phones and those who don't know their handset.

Huawei and Oppo popular with younger Australians: Millennials & Generation Z

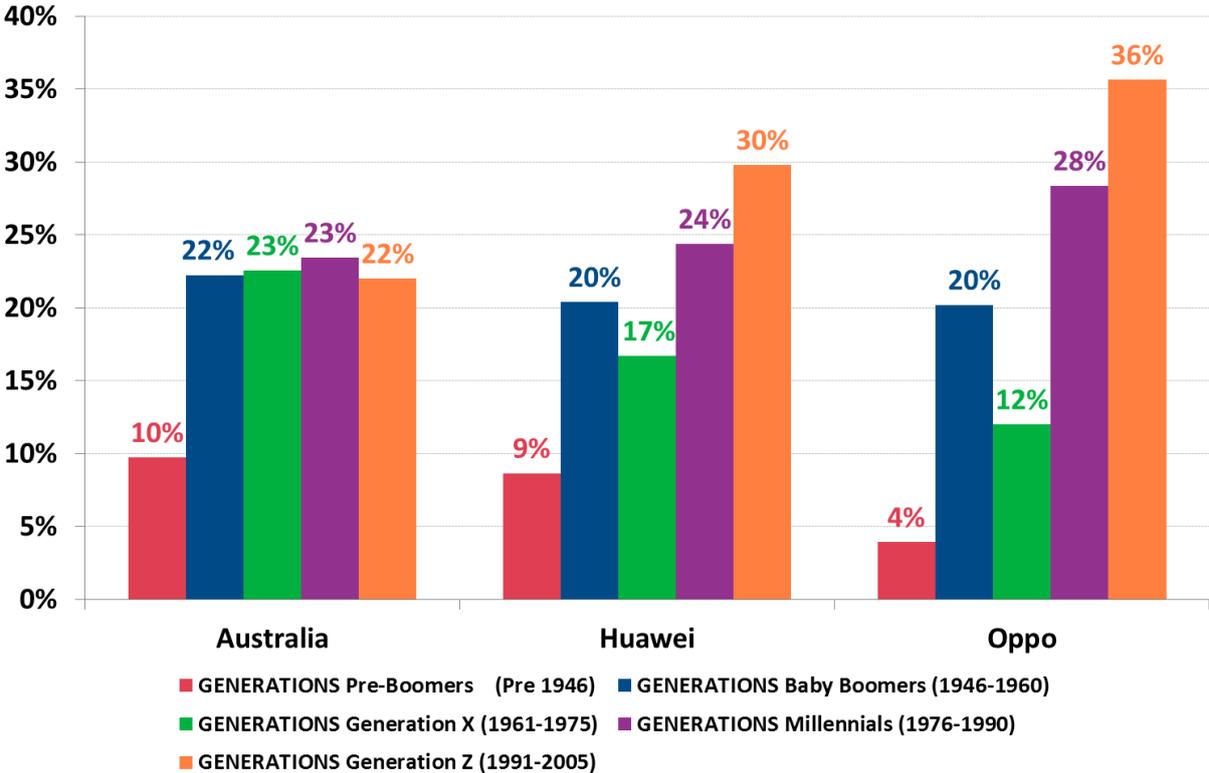
Analysing handset ownership of Huawei and Oppo by Generation shows that over half of Australians owning Huawei handsets (54%) and nearly two-thirds of Australians owning Oppo handsets (64%) are either Millennials or Generation Z.

This is far higher than for ownership of all mobile phone handsets. Under half of Australians with mobile phone handsets (45%) are Millennials or Generation Z.

Of the two younger Generations it is Generation Z that is more likely to own both Huawei and Oppo mobile phone handsets. Over a third of Australians owning Oppo handsets (36%) and nearly a third of Australians owning Huawei handsets (30%) in Generation Z compared to 22% of Australians owning handsets overall.

A similar proportion of Australians owning Huawei handsets (20%) or Oppo handsets (20%) are Baby Boomers just less than the comparable overall figure for Baby Boomers of 22%. However, only 12% of Australians owning Oppo handsets and 17% of Australians owning Huawei handsets are in Generation X. Nearly a quarter of Australians owning handsets are in Generation X (23%).

Mobile phone handset ownership by Generations: Huawei cf. Oppo – Sept. 2018



Source: Roy Morgan Single Source. 12 months to September 2018, n= 15,009. Oppo handsets were first sold in Australia in late 2014 and were added to the Roy Morgan Single Source survey in January 2018.

How do Huawei & Oppo handset owners stack up psychographically?

[Helix Personas](#) is a unique and powerful consumer segmentation and data integration tool that combines sophisticated psychographic and behavioural data to classify the Australian population into 54 Personas and six Communities. Helix Personas uses a combination of Roy Morgan Single Source data and third party data sources.

This information is used to understand future buying intentions and media consumption patterns. These are easily integrated with third party datasets.

Helix Personas: Huawei favoured by 200 Metrotechs while Oppo appeals to 600 Fair Go

Although both Huawei and Oppo mobile phone handsets are favoured by younger Australians, the two brands also appeal to different Helix Personas communities. For Huawei its Metrotechs, for Oppo its Hearth and Home; and Fair Go.

Huawei phones are most over-represented when it comes to the 200 Metrotechs community. A fifth of Australians owning Huawei handsets are 200 Metrotechs – almost double the rate of Australians owning Oppo handsets and for handsets in general.

- **200 Metrotechs:** Highly educated, socially aware, hard-working, ambitious and culturally diverse young singles typically renting apartments in the inner city and inner suburbs.

When it comes to Oppo handsets two communities stand out comprising almost half the owners of this handset. A quarter of Australians owning Oppo handsets are in the Fair Go community while a further 22% of Australians owning Oppo handsets are in the Hearth & Home community.

- **400 Hearth and Home:** Closest to the average Australian, life revolves around the home for these contented families and empty nesters, who see their homes as an expression of status and achievements.
- **600 Fair Go:** Struggling to make ends meet, looking for a better deal in life, making the best of things or simply pessimistic, cynical and likely to feel they get a raw deal out of life; the Fair Go community are lower income Australians.

Mobile phone handset ownership by Helix Personas: Huawei cf. Oppo – Sept. 2018



	100 Leading Lifestyles	200 Metrotechs	300 Aspirational	400 Hearth and Home	500 Doing Fine	600 Fair Go
Australians	25%	12%	10%	23%	10%	20%
Huawei	17%	20%	10%	18%	13%	22%
Oppo	19%	11%	12%	22%	11%	25%

Source: Roy Morgan Single Source. 12 months to September 2018, n= 15,009. Oppo handsets were first sold in Australia in late 2014 and were added to the Roy Morgan Single Source survey in January 2018.

Michele Levine, Chief Executive Officer, Roy Morgan says:

“Chinese smartphone handset maker Huawei has been in the news for all sorts of reasons in recent weeks and months however the performance of Huawei in the competitive Australian handset market reveals Huawei, along with rival Chinese firm Oppo, is making significant inroads.

“The number of Australians with a Huawei handset has increased by a stunning 87% over the last two years with 471,000 Australians now owning a Huawei mobile phone handset.

“The performance of Oppo is even more impressive. Now 368,000 Australians own an Oppo handset up from virtually nothing a few years ago. Oppo first entered the Australian mobile phone handset market late in 2014.

“Both handset makers have a strong appeal to younger Australians with Millennials, and especially Generation Z, providing the core of the market (over 50%) for both handsets.

“However, despite the strong growth in recent years for both Huawei and Oppo the market leaders have a substantial advantage over both Chinese handset makers. Over 8.6 million Australians own an Apple iPhone, an increase of 16% on two years ago and over 5.6 million Australians own a Samsung, virtually unchanged on two years ago.

“The recent controversies surrounding Huawei, which is also a significant manufacturer of important network infrastructure, are a concern for the company as it seeks to continue its strong growth in the Australian mobile phone handset market.

“To learn more about the Australian mobile phone handset market, and which handsets are appealing to different segments of the Australia population, contact Roy Morgan.”

To learn more about Roy Morgan telecommunications data and Helix Personas, please contact +61 (3) 9224 5309 or email askroymorgan@roymorgan.com.

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About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2