



New Generations

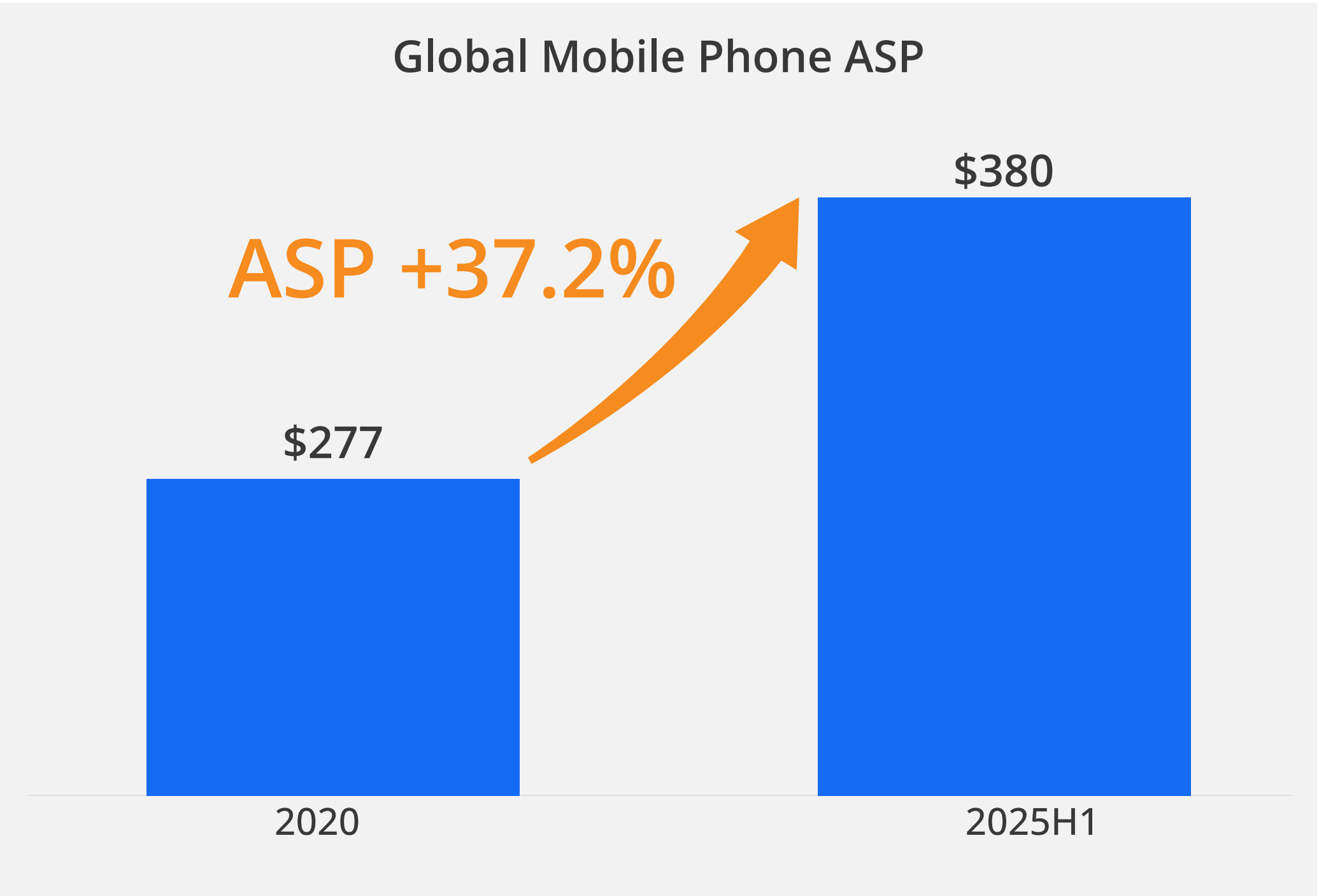
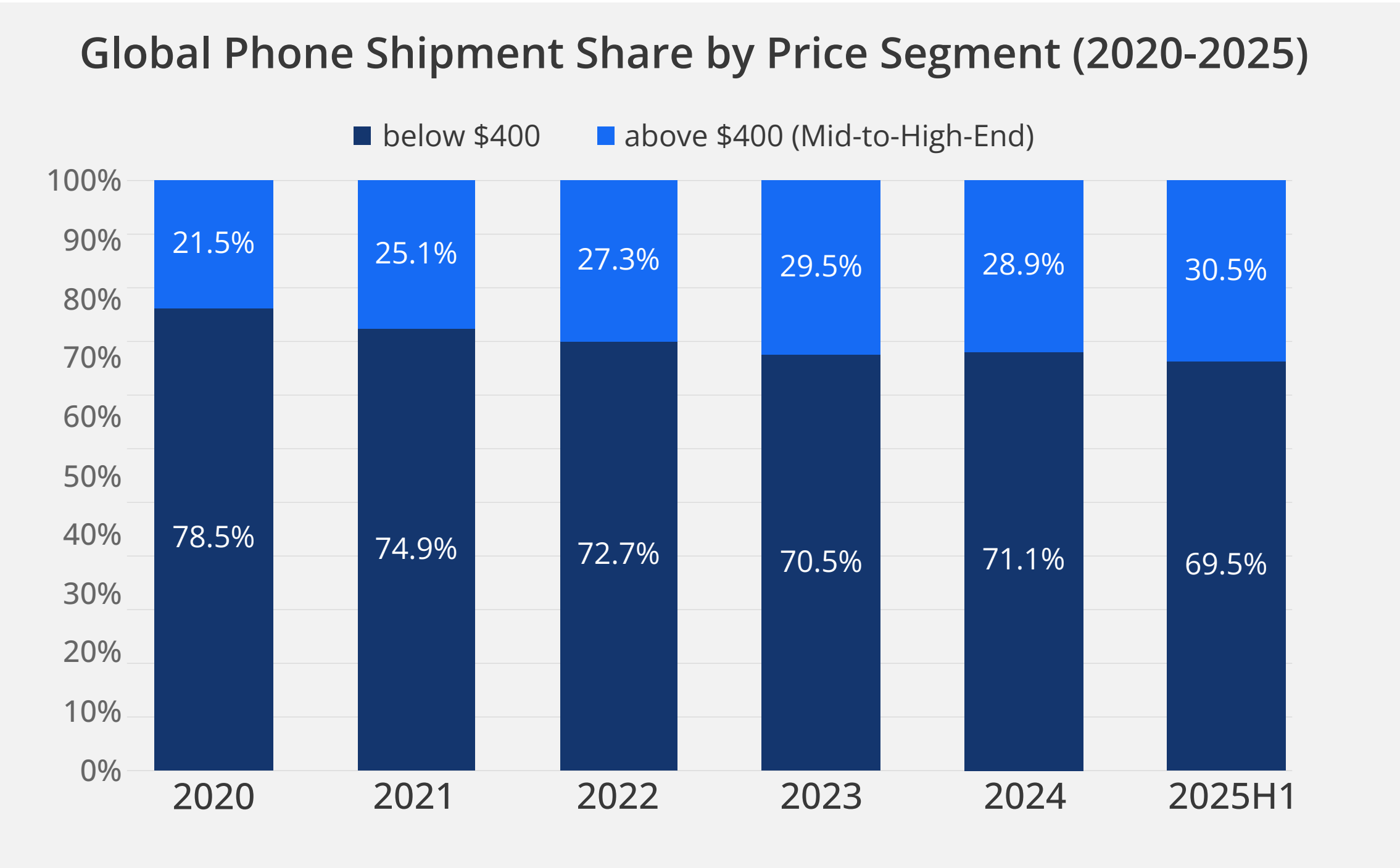
Reshape the Mid-to-High-End
Smartphone Market

Global Smartphone Market:

Prominent High-End Trend: Manufacturers’ focus of competition shifts from market share to user value



The market is seeing profound structural changes: In H1 2025, shipment share of mid-to-high-end models (over \$400) rose by **9%** vs 2020; average selling price (ASP) jumped to \$380, up **37.2%** vs 2020.



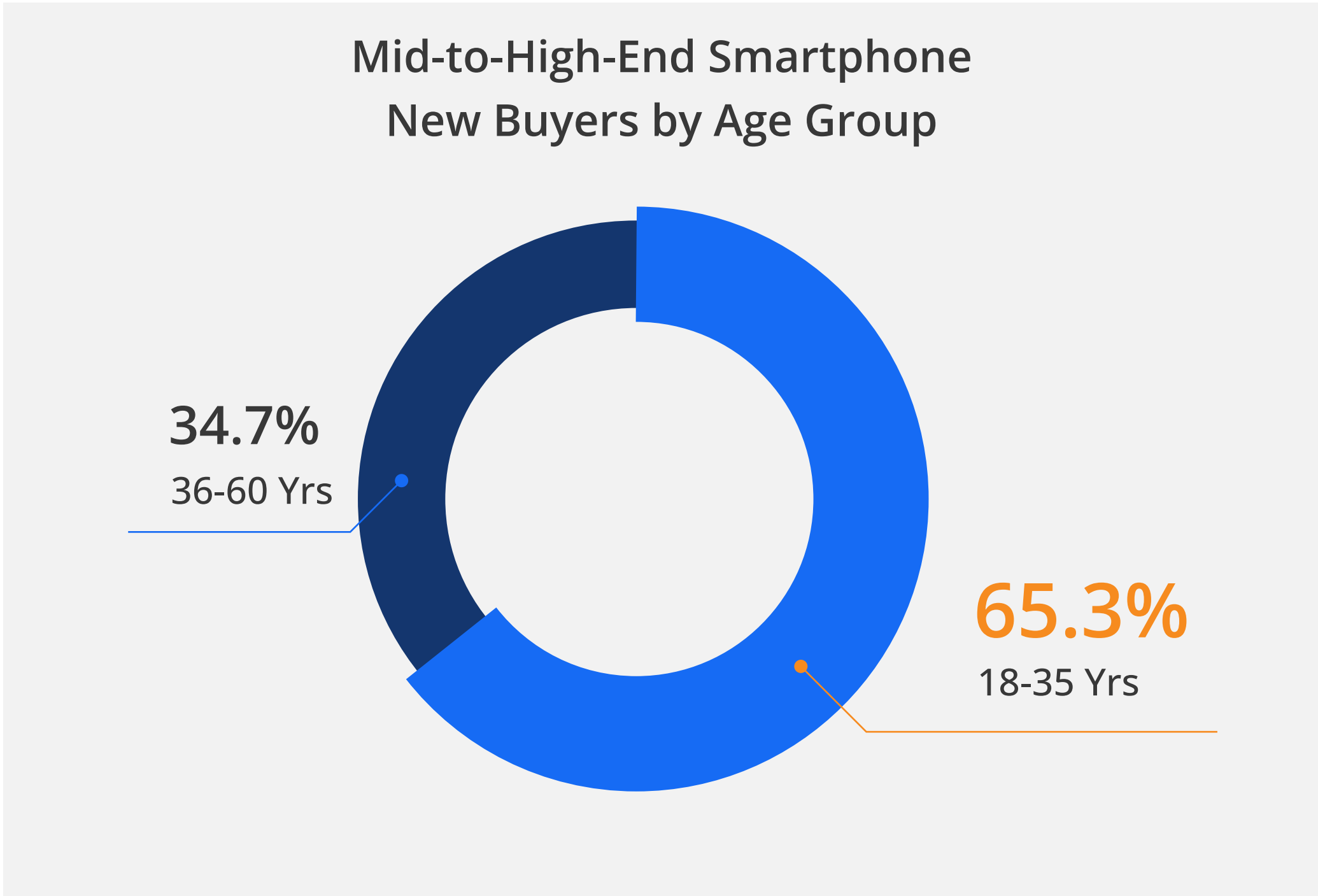
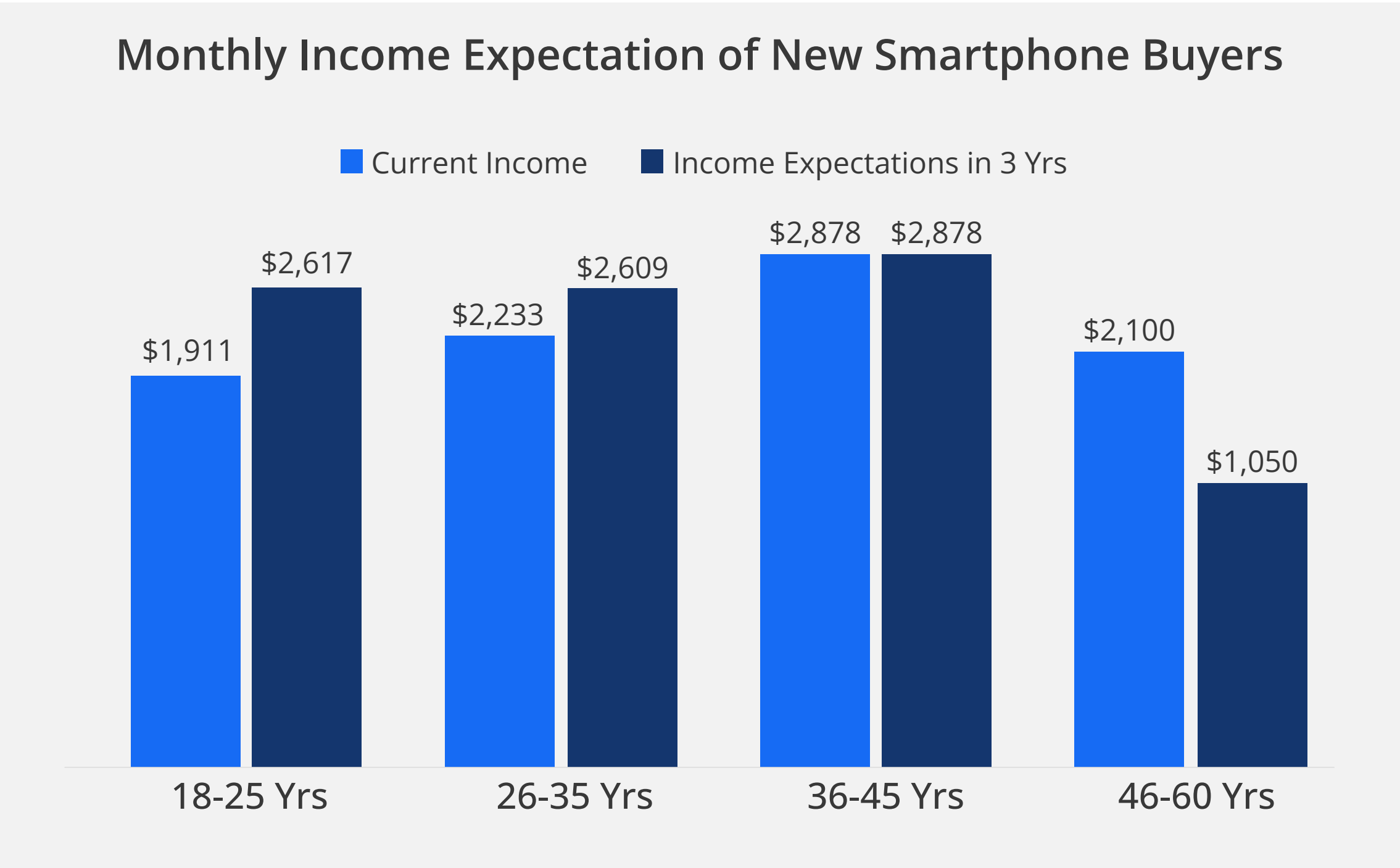
Data Source: IDC Device Tracker (Global uniform tax-exclusive prices)

New Generations' Rising Spending Power:

Key Driver of Mid-to-High-End Smartphone Growth



In September 2025, IDC conducted a smartphone user survey in Europe and the Asia-Pacific region, focusing on the needs of new generations for mid-to-high-end smartphones. Young adults aged 18-35 are optimistic about future income, accounting for **65.3%** of mid-to-high-end smartphone new buyers*.



Data Source: 2025 Smartphone User Survey (Europe, APAC; Sample Size N=300)

*Note: New buyers = Consumers who purchased smartphones within 2 years

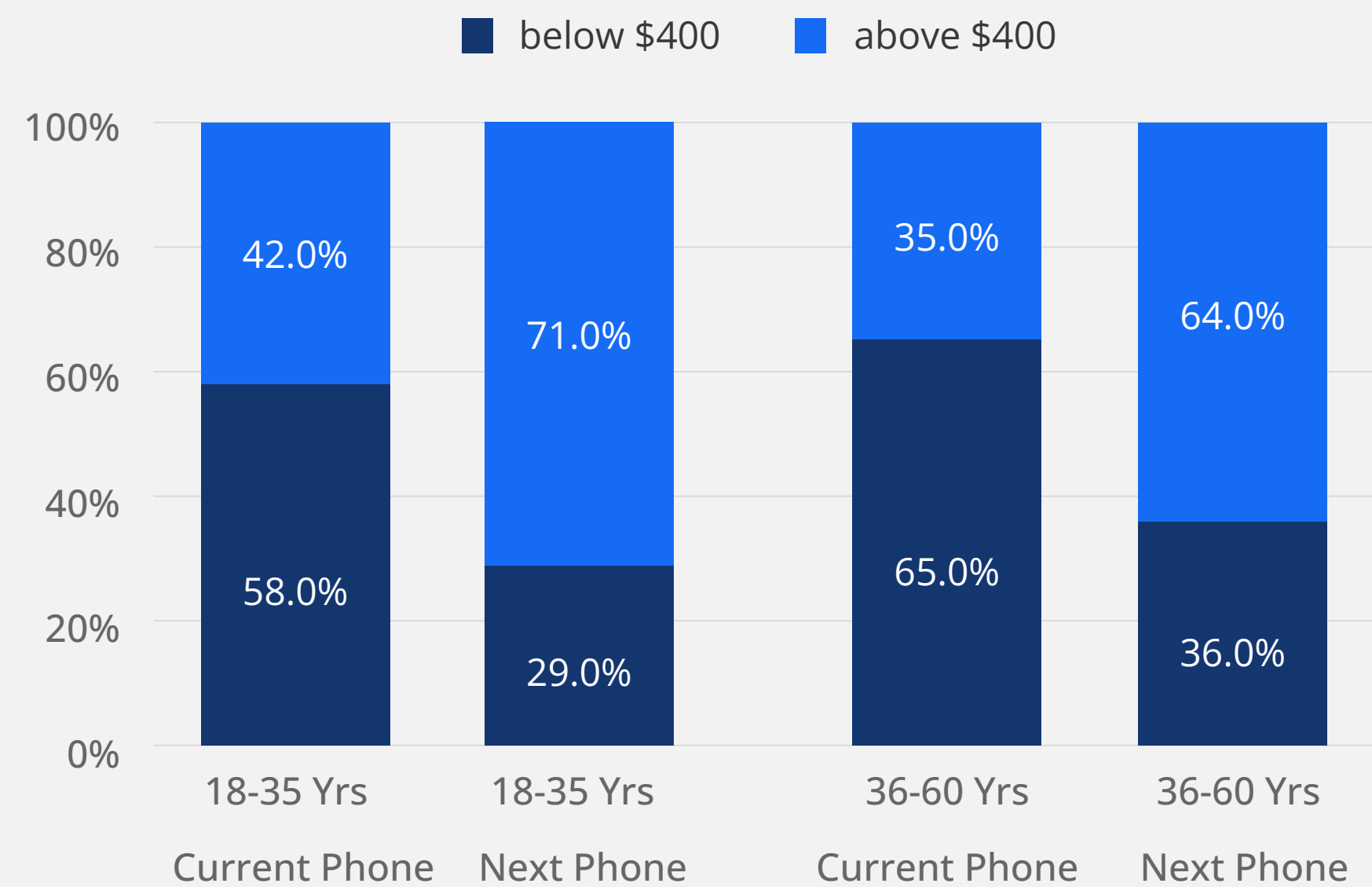
Young Users Are More Willing to Pay for Mid-to-High-End Phones:

Higher Budgets & Flexible Payments

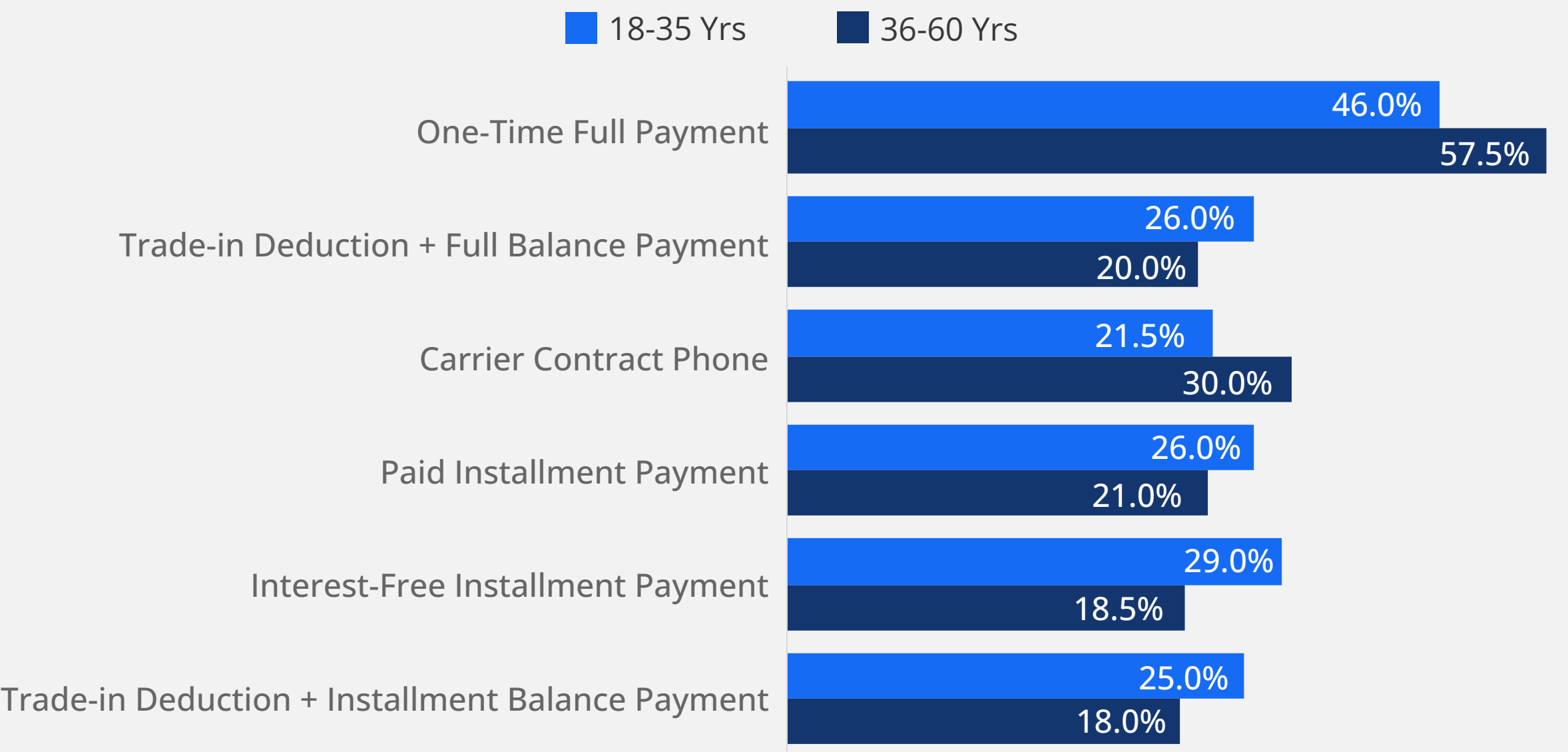


Due to optimism about future income, **71%** of young users plan to buy mid-to-high-end smartphones (over \$400) next time, with more flexible payment options. Among young groups, people aged 18-35 are more likely to use interest-free/paid installments, trade-in deductions, etc.

Current Phone Price Band & Next Phone Budget Band

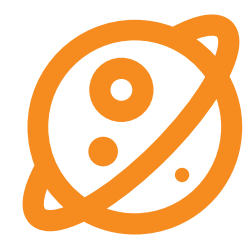


Payment Methods



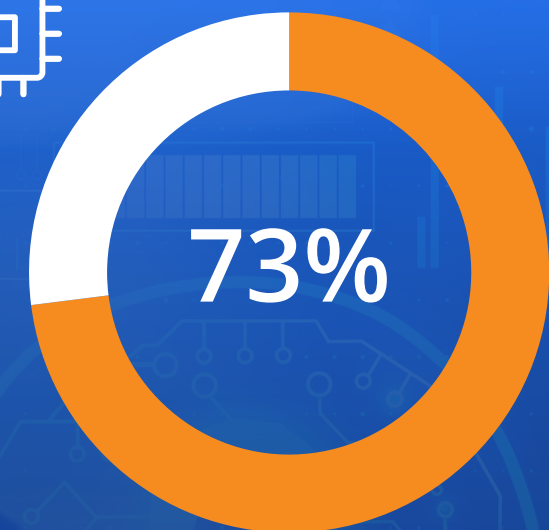
Young Consumers' Lifestyle:

Tech Enthusiasts + Distinct Expressers + Social Creators

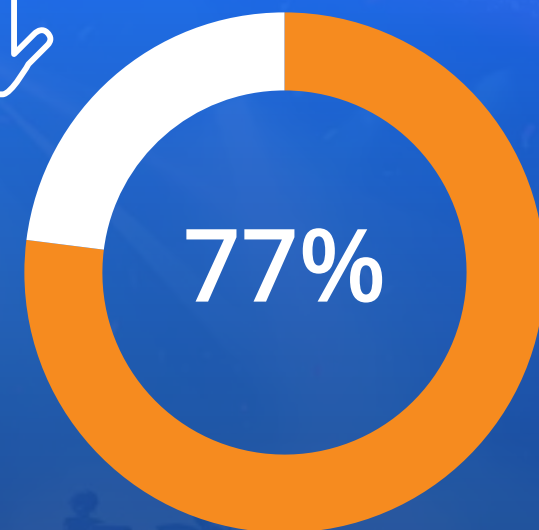


Young people are keen to try the latest high-tech products and enjoy immersive interactive media formats such as music and videos.

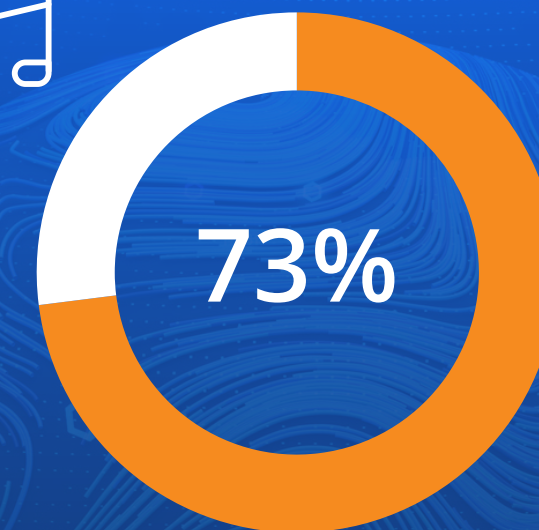
They are accustomed to recording and sharing their lives through short videos and pictures on platforms like TikTok and Instagram, to express themselves and highlight their individuality.



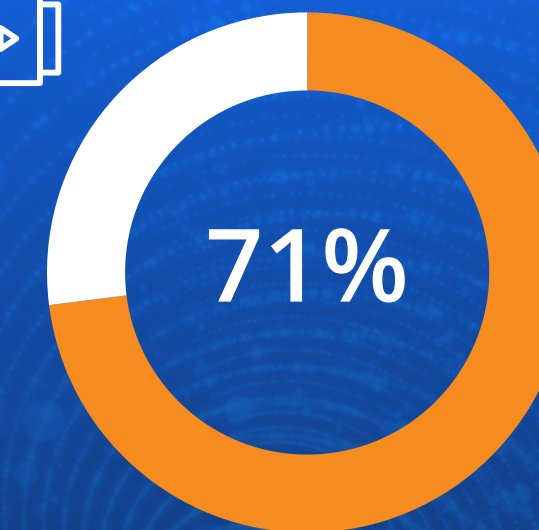
I like **cutting-edge technology** and the latest **high-tech** products.



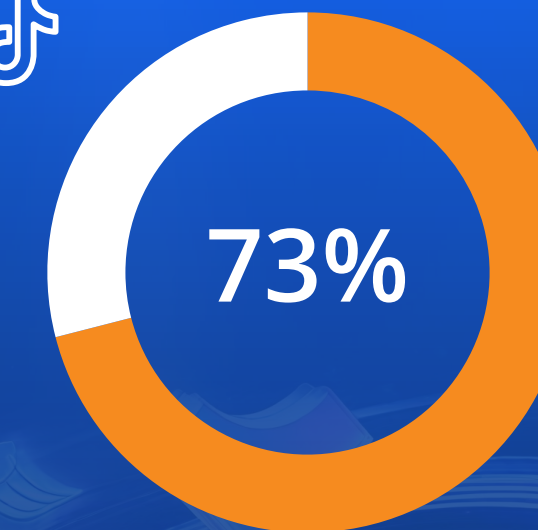
I prefer to **showcase my individuality** through smart devices.



I enjoy **immersive interactive** experiences in music, videos, and podcast streaming media.



I like to **showcase my life and express myself** through short videos, pictures and etc.



I like to record my life and share product experiences on social media platforms like **TikTok, Instagram,** and Facebook.

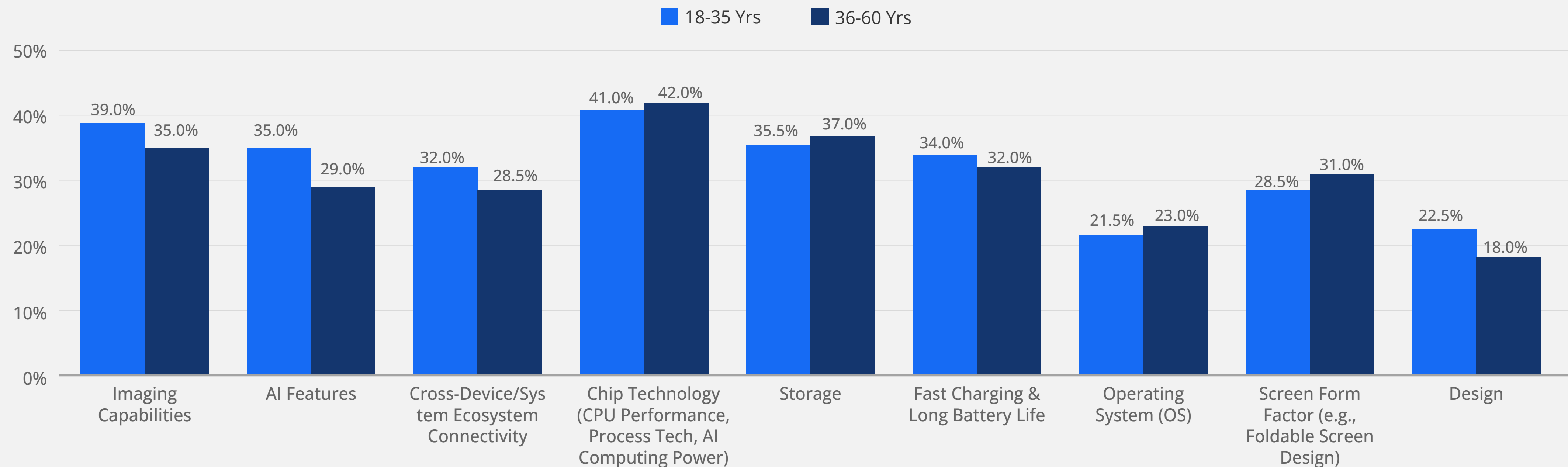
New Generations' Phone Purchase Decisions:

Focus on Imaging Capability, AI & Ecosystem Connectivity



Compared with other age groups, 18-35 Yrs users pay more attention to imaging capability, AI features and cross-device/system ecosystem connectivity.

Key Factors for Smartphone Purchase



The Demand Curve of New Generations for Smartphones Is Redefining the Technical Roadmap of the Mid-to-High-End Market



Imaging
Technology



AI
Capabilities



Ecosystem
Connectivity

New Generations' Enthusiasm for Creativity and Urge to Share Are Transforming the Imaging Functions of Smartphones



Young users like creating and sharing content on social platforms like TikTok and Instagram. For them, photos and videos are core to expressing personality, recording life, and connecting with others -- shifting self-expression from "text" to the more intuitive, engaging "image + sound".

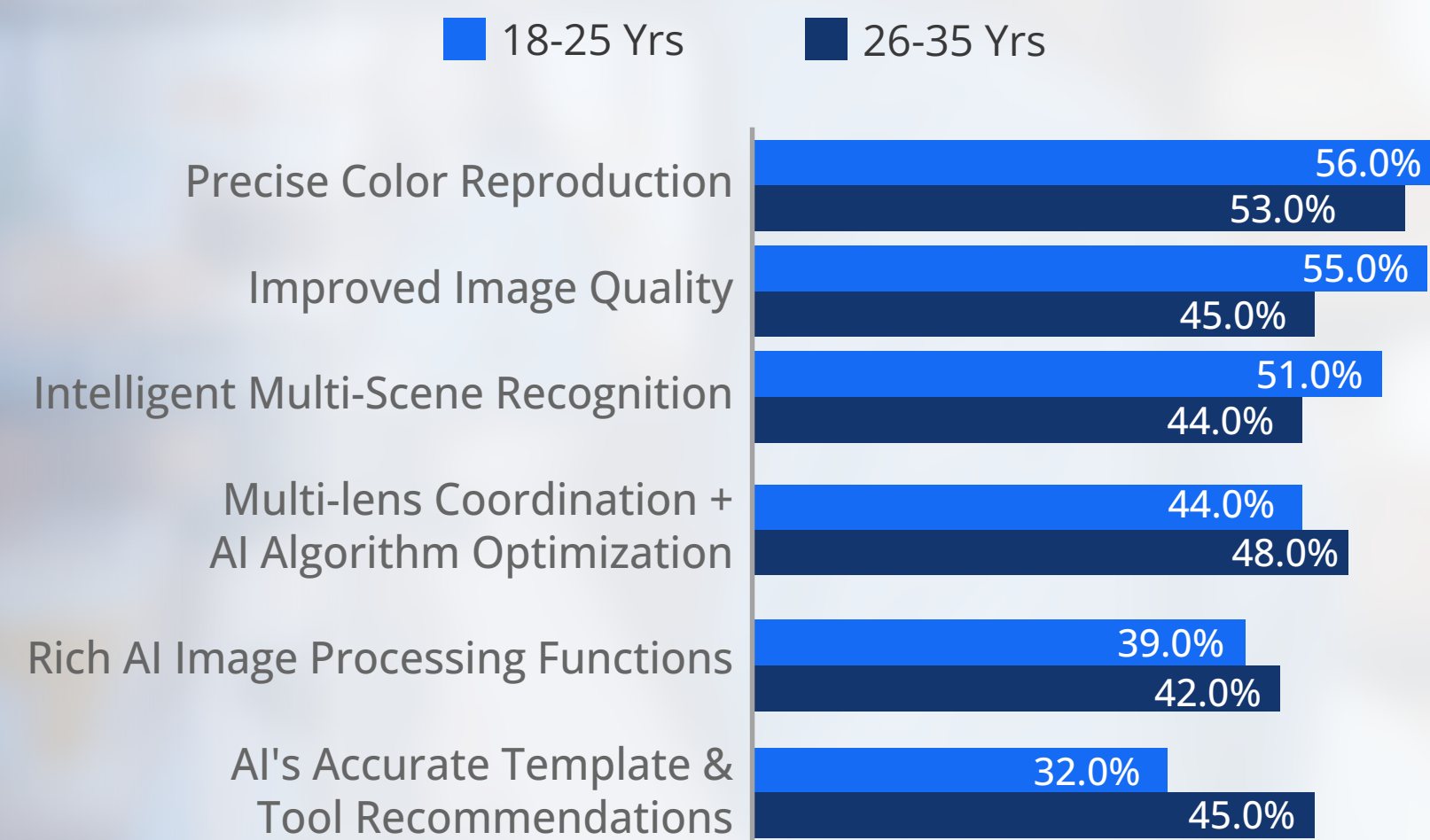
Among them, 18-25 Yrs focus more on color, image quality, and scene recognition, while 26-35 Yrs value AI-powered imaging features more, pushing for breakthrough in the field of telephoto sharpness, color recognition, and light sensitivity.

Young Users' Usage Frequency of Imaging Features



Among young users (18-35 yrs), **32.5%** use the mobile phone imaging features (including picture or video shooting and editing) almost every day.

Young Users' Expectations For Diverse Content Presentation



Smartphone Manufacturer Technology R&D Directions



- **Telephoto Sharpness**
- **Color Recognition**
- **Light Sensitivity**

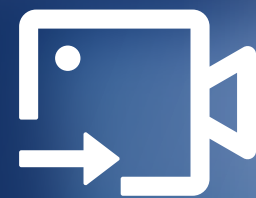
Young Users' Frequent Use and Personalized Needs Are Driving the Development of Smartphones' AI Capabilities



They want AI to seamlessly integrate into their phone usage and offer personalized services with privacy security. Users aged 26-35 especially value AI tools for better work efficiency, while users aged 18-25 prioritize exclusive AI assistants for personalized services.

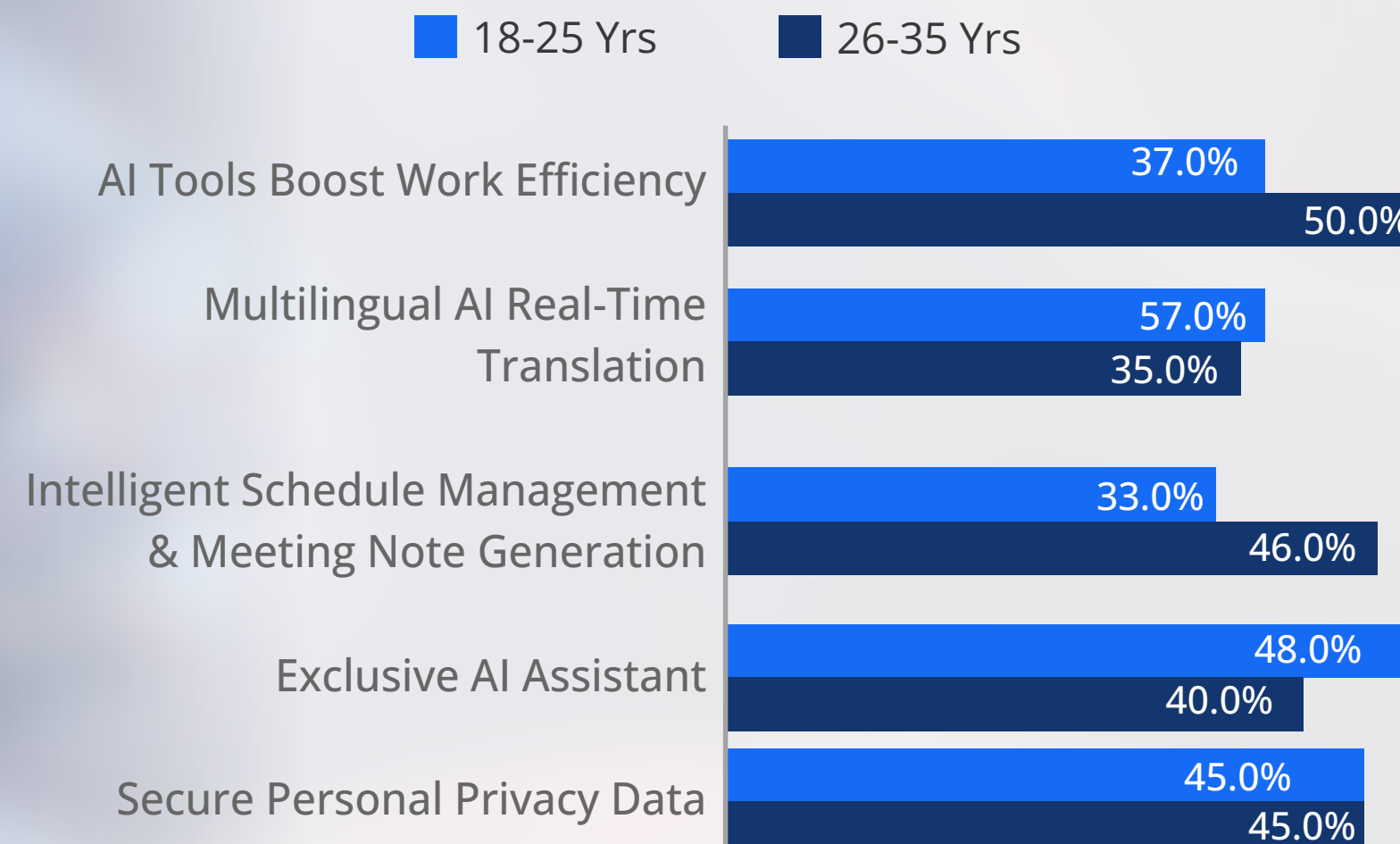
Generally, they care greatly about privacy security, driving manufacturers to advance AI productivity, personalized AI and AI security technologies.

Young Users' AI Function Usage Frequency



Among young users (18-35 Yrs), **29.0%** use mobile AI functions (e.g., AI Assistants, AI Image/Video Processing) nearly daily.

Young Users' Expectations For AI Functions of High-End Smartphones



Smartphone Manufacturer Technology R&D Directions



- **Personalized AI**
- **AI Productivity**
- **AI Security**

New Generations' Mobile-Working Needs Are Redefining the Connectivity and Efficiency of Smartphones



Young users expect a "seamless, long-lasting, efficient and all-around" mobile-working experience, with cross-ecosystem connectivity preventing frequent device switching and long battery life eliminating the need for constant recharging during work.

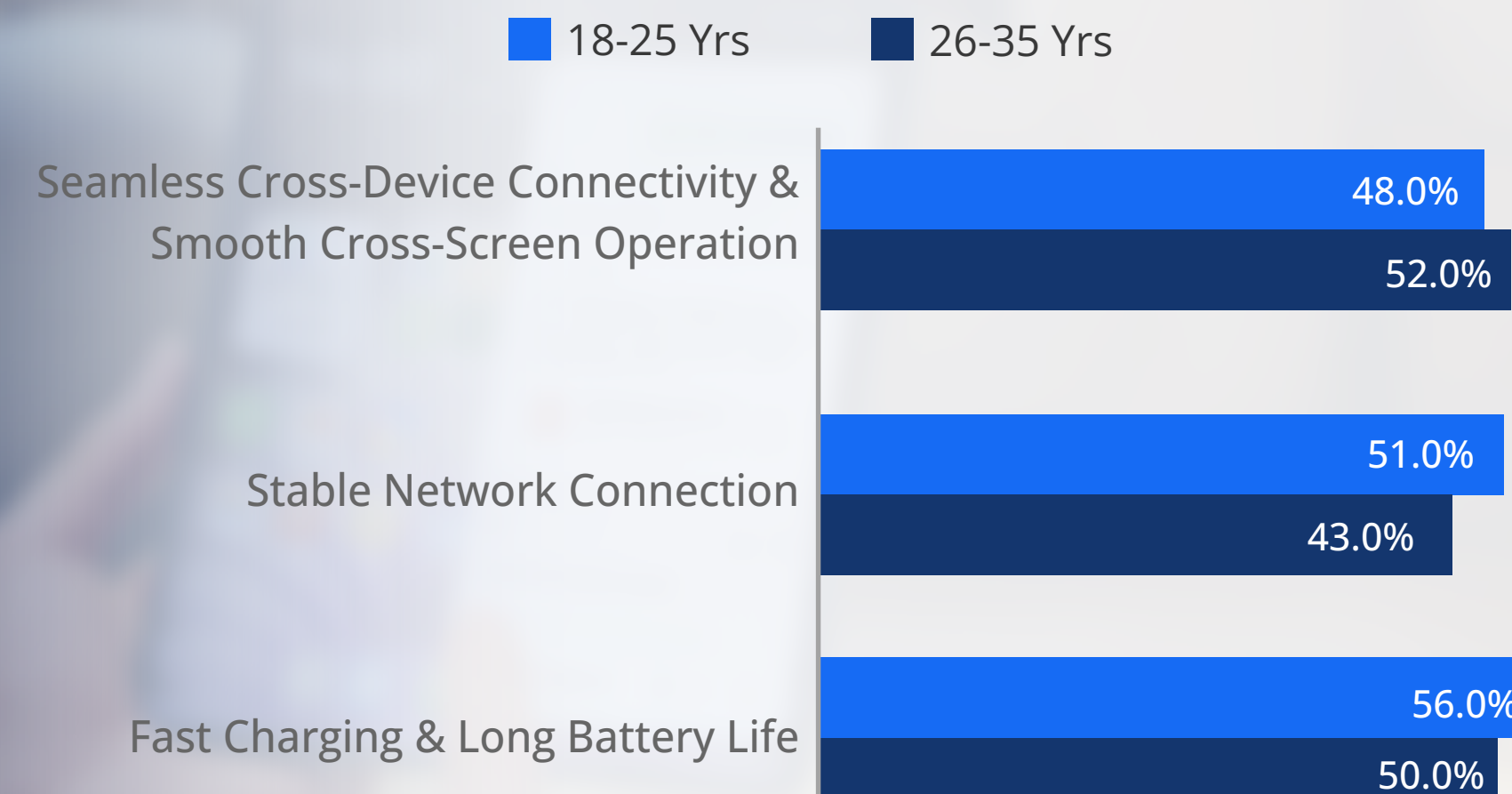
Users aged 26-35 value cross-device/ecosystem connectivity most, while 18-25-year-olds focus more on stable network and battery life, driving manufacturers to advance ecosystem connectivity and battery life technologies.

Young Users' Mobile Phone Usage Habits

Among young users(18-35 yrs), **52%** use their mobile phones for more than 5 hours a day on average.

Among young users (18-35 yrs), **68%** have the need to use mobile phones for learning and working.

Young Users' Expectations for Mobile-Working on Mobile Phones



Smartphone Manufacturer Technology R&D Directions

- Cross-Device/Ecosystem Connectivity
- Battery Life

OPPO's Mid-to-High-End Smartphones Have Met the Demands of New Generations in Multiple Aspects, Driving its High-End Sales Breakthroughs

Imaging Technology



Authentic Hasselblad Experience
Industry-Leading Telephoto
Ultra-Clear Portrait

AI Capabilities



AI Photo Remaster
AI Productivity
AI Mind Space

Battery Life

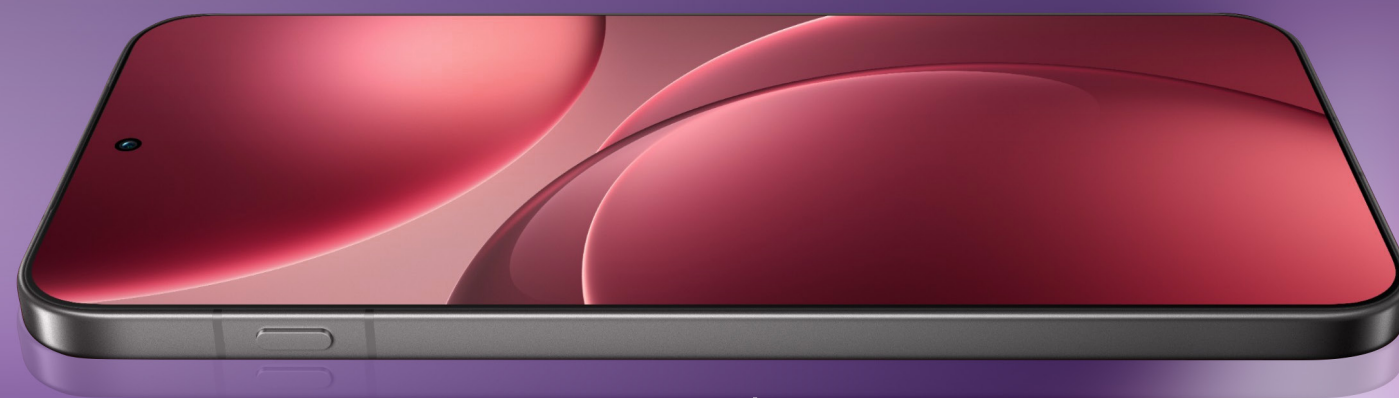


OPPO Silicon-Carbon Battery
SUPERVOOC
AIRVOOC

Connectivity

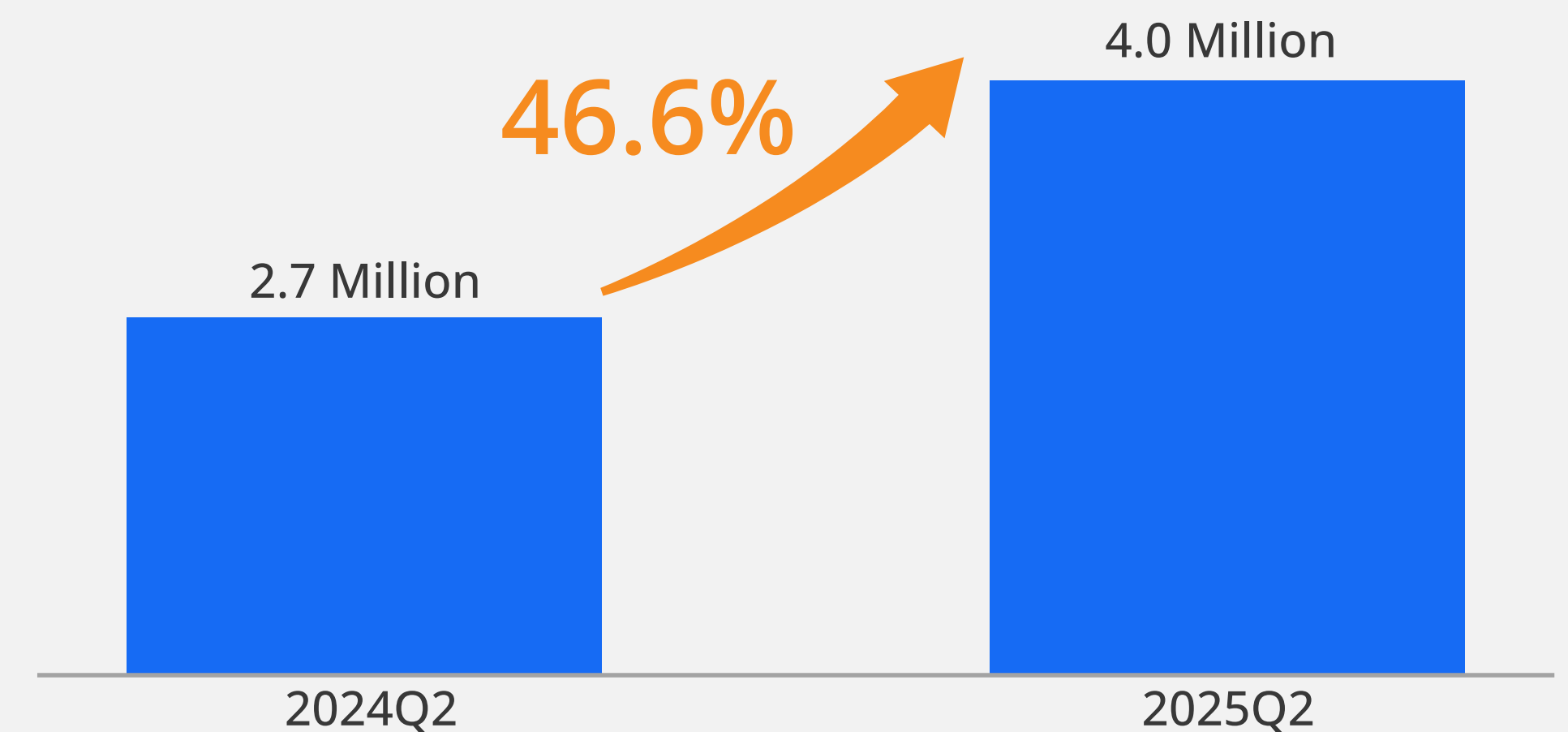


Seamlessly Connect Across Android,
iOS, and PC



OPPO Find X9 Pro

OPPO's Global Mid-to-High-End (\$400+) Phone Shipments Rose by



Data Source: IDC Device Tracker

The OPPO Find X9 Series will have its global launch on October 28th. It will bring users innovative experiences in aspects such as imaging, AI experience, connectivity and battery life.

For more product information, please visit the official website: <https://www.oppo.com/en/smartphones/series-find-x/find-x9-pro/>

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IDC Asia/Pacific
83 Clemenceau Avenue, #17-01 UE Square, West Wing, Singapore 239920
T 65.6226.0330

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