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Greater China Technology Hardware | Asia Pacific

China BEST Conference 2026 Feedback

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GREATER CHINA TECHNOLOGY HARDWARE
Asia Pacific
Industry View **In-Line**

Key Takeaways

- AI transceivers maintaining strong growth momentum, followed by iPhone supply chain's resilience.
- Android camp continues to face headwinds but with less pressure from memory cost.
- AR/VR opportunity is more likely to arrive in 2027 while some new AI hardware will be launched in 4Q26.

1. AI transceivers: Industry demand should remain very strong in 2H26 and 2027. 1.6T DSP and high-end EML/CW are facing shortages. Companies with supply chain advantages are likely to receive more orders and achieve more rapid growth than industry peers.

2. iPhone supply chain: Most supply chain companies are expecting decent performance post the new iPhone launch. For those components with new designs and higher specs, both ASP and margins are likely to see improvement vs. previous models.

3. Android smartphones: Shipments are likely to face headwinds in 2H26 given ASP will continue to increase to pass through memory cost. However, the magnitude of the memory cost increase has normalized in 3Q26. Once smartphone companies have realized higher ASPs, they will try to sustain this and enlarge the industry TAM.

4. Android supply chain: Supply chain companies are spending more effort on high-end segments, using mix improvement to offset overall volume weakness.

5. AR/VR: A number of new products are likely to be launched in 2027, making positive growth very likely.

6. New AI hardware products: Some new AI hardware products will be launched in 4Q26.

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