



## Fancy Phones Are the New Object of Revenge Spending

### 高端手机：报复性消费的新对象

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When the world started to **emerge from** pandemic **lockdowns** and **curbed** travel, millions of **well-heeled** consumers **dusted off** their credit cards to engage in **revenge spending**. **High-end** handbags, shiny diamonds and **top-shelf** champagne were the objects of desire. Add fancy phones to that list.

当世界开始从疫情封锁和旅行限制中摆脱出来，数百万富有的消费者重新刷起信用卡报复性消费。高档手袋、闪闪发光的钻石和顶级香槟都是人们渴望的对象。高端手机也在此列。

Last year's 18% drop in global smartphone **shipments** marked the worst performance for the **handset** market since 2013, and the coming year looks only slightly better. Yet the average selling price for phones actually rose 5% last year, according to one estimate. That reflects the growing **divide** in the market: While lower-income consumers are choosing to buy a new phone only when needed, at as cheap a price as they can find, higher-income buyers are eager to **grab** the best models available.

去年全球智能手机出货量下降了 18%，这是自 2013 年以来手机市场最低迷的一年，明年的情况看起来只会好一点点。然而，据估计，去年手机的平均售价实际上涨了 5%。这反映出手机市场上日益明显的两极分化：低收入消费者只在需要的时候才尽量花最少的钱买新手机，而高收入消费者则渴望买到市面上最好的机型。

Recent earnings reports from Samsung Electronics Co. and Apple Inc. highlight this divide, with both companies pointing to strong demand for their most-expensive products. Apple's

610 Words

**emerge from** (从困境或不好的经历中) 摆脱出来，幸存下来 | The country is slowly emerging from a recession. 这个国家正慢慢从经济衰退中摆脱出来。

**lockdown** ['lɑ:kdaʊn] *n.* 封锁(对旅行，社交活动和公共空间的使用施加严格限制)

**curb** [kɜ:rb] *v.* 控制，约束 | He needs to learn to curb his temper. 他得学着控制自己的脾气。

**well-heeled** *adj.* 富有的，有钱的

**dust off** 除去……的灰尘，打扫；把(长期不用的东西)备好待用，准备重新使用 | The government is dusting off schemes for supporting creative industries. 政府准备重新启动搁置已久的支持创意产业的方案。

**revenge spending** 报复性消费(指在某个特殊时期或场合限制了人们的消费需求，一旦开禁之后，人们放开欲望进行疯狂消费的行为)

**high-end** *adj.* 高档的，高端的

**top-shelf** *adj.* 一流的

**shipment** ['ʃɪpmənt] *n.* 运输的货物；运输，运送 | a shipment of grain 一批粮食

iPhone 14 Pro models likely saw a **rebound** after supply chain disruptions **crimped** output in the prior quarter.

三星电子和苹果公司最近的收益报告凸显了这一差异，两家公司都表示，消费者对它们定价最高的产品需求强劲。在供应链中断影响了上一季度的产量后，苹果公司的 iPhone 14 Pro 机型销量可能会出现反弹。

These two **rivals** have a lot in common. Between them they command around 40% of the industry, by units, and posted narrower declines last year than the rest. It's no coincidence that they also dominate the **premium** segment. Apple's cheapest offering, the iPhone SE2, retails at \$429: its lowest price point is still higher than where most others dare venture.

这两个竞争对手有很多共同之处。按销量计算，这两家公司占据了手机行业约 40% 的份额，去年的跌幅都比其他公司要小。它们也主宰着高端手机市场，这并非巧合。苹果最便宜的产品 iPhone SE2 的零售价为 429 美元：它的最低价格仍然高于大多数其他产品敢尝试的价格。

Chinese rivals Xiaomi, Oppo and Vivo, for example, made their mark offering lower-price **gadgets** largely for emerging markets. Xiaomi ranks third globally with around 12% share of phone shipments, according to Counterpoint Research. But in the \$300-plus segment, it has a mere 1.5%.

例如，来自中国的竞争对手小米、Oppo 和 Vivo 主要面向新兴市场推出了价格较低的机型。Counterpoint Research 的数据显示，小米在全球手机出货量中排名第三，份额约为 12%。但在售价 300 美元以上的细分市场，小米所占的份额仅为 1.5%。

To many, Apple's **flagship** devices aren't fancy, they're the **default** gadget that benefits from an annual upgrade. But we ought not forget that with models costing as much as \$1,599 apiece — more than the GDP per capita of the world's poorest 35 nations — the iPhone 14 is about as **opulent** as you can get. In this week's earnings call, Chief Executive Officer Tim Cook noted that iPhone 14 Pro users **rave about** its 48-megapixel camera, an impressive **resolution** that few would ever truly

**handset** ['hændset] *n.* 手机，智能手机；电话听筒

**divide** [dɪ'vaɪd] *n.* 差异，分歧；分水岭 *v.* 分开，分隔 | There's a clear divide between the two parties on the issue of taxation. 两党在税收问题上有明显的分歧。

**grab** [græb] *v.* 抓住，攫取；赚取，抢占 | By the time we arrived, someone had grabbed all the good seats. 我们到达时，所有的好位子都给人占了。

**rebound** [rɪ'baʊnd] *v.* 反弹，回升 | Share prices rebounded today after last week's losses. 股票价格在上周下跌之后，今天出现了反弹。

**crimp** [krɪmp] *v.* 阻止，妨碍（某事物的发展）；压出褶皱 | The shortage of materials crimped production. 原料不足阻碍了生产。

**rival** ['raɪvl] *n.* 竞争对手 *v.* 与……相匹敌，比得上 | The two teams have always been rivals. 这两个队一直是竞争对手。

**premium** ['pri:miəm] *adj.* 优质的，高端的；高价的 *n.* 额外费用，附加费；保险费 | People are willing to pay premium prices for quality products. 人们愿意花高价购买优质产品。

**gadget** ['gædʒɪt] *n.* 设计精巧的小机械（工具）

**flagship** ['flæɡʃɪp] *n.* 旗舰；王牌，主打产品，旗舰产品 | the company's flagship product 该公司

need.

对许多人来说，苹果的旗舰机并不昂贵，它们是每年换新一次的默认设备。但我们不应该忘记，iPhone 14 的售价高达每台 1599 美元，比世界上最贫穷的 35 个国家的人均 GDP 还高，它几乎是你能买到最豪华的手机了。在本周的财报电话会议上，苹果 CEO 蒂姆·库克指出，iPhone 14 Pro 搭载的 4800 万像素摄像头让用户赞不绝口，但几乎没有人真的需要这么高的分辨率。

Samsung wants to **go one better**. The South Korean company is **leaning heavily on** its display **prowess** by pushing a foldable line of smartphones. Its Galaxy Z Fold 4 starts at \$1,799, and in addition to the sandwich design of its screen also **sports** a 50MP camera. For a mere \$1,199, the Galaxy S22 Ultra may lack the **gimmicky clamshell** but does boast an **unfathomable** 108MP wide angle camera.

三星想比苹果更胜一筹。这家韩国公司非常依赖于其卓越的显示屏，推出了一系列折叠屏手机。三星 Galaxy Z Fold 4 起价为 1799 美元，除了屏幕的三明治设计外，还配备了一个 5000 万像素的摄像头。Galaxy S22 Ultra 的售价仅为 1199 美元，没有花哨的翻盖设计，但拥有一个令人难以置信的 1.08 亿像素广角摄像头。

High-end tastes aren't limited to affluent markets. India, Indonesia and Turkey all posted record iPhone sales last quarter, Apple reported, a clear indication that there are enough consumers with fat enough wallets to be able to afford these pricey offerings. In China, the largest smartphone market in the world, years of **tepid** demand growth **runs counter to** the rising average prices experienced there — an 8-year trend that looks **set to continue**.

高端品味并不局限于富裕国家。苹果公司报告称，印度、印度尼西亚和土耳其上季度的 iPhone 销量都创下了纪录，这清楚地表明，相当多的消费者有足够的财力能负担得起这些昂贵的产品。在中国这个世界最大的智能手机市场，多年来手机需求的增长不温不火，而与之相反的是手机平均价格不断攀升——这一持续了 8 年的趋势似乎将继续下去。

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**default** [dɪˈfɔːlt] *adj.* 默认的 *n.* 违约；默认，系统设定值 | You can change the default settings to suit your needs. 你可以根据需要改变默认设置。

**opulent** [ˈɒpjələnt] *adj.* 豪华的，奢侈的；富有的，阔绰的

**rave about** 赞不绝口，极力夸奖 | The critics raved about his performance in 'Hamlet'. 评论家们热情赞扬了他在《哈姆雷特》中的表演。

**megapixel** [ˈmegəpɪksl] *n.* 百万像素

**resolution** [ˌrezəˈluːʃn] *n.* 清晰度，分辨率；决定；解决 | high/low resolution 高/低分辨率

**go one better** 胜人一筹，做得更好 | She did well this year and next year she hopes to go one better. 今年她干得不错，她希望明年更上一层楼。

**lean on** 依赖，依靠 | The couple lean on each other for support. 夫妻俩互相扶持。

**prowess** [ˈpraʊəs] *n.* 非凡的技能，高超的技艺，造诣

**sport** [spɔːrt] *v.* 得意地穿戴；夸示；故意显示 | Eric was sporting a new camelhair coat. 埃里克得意地穿了一件新的驼绒大衣。

**gimmicky** [ˈɡɪmɪki] *adj.* 作噱头的，故意引人关注的

**clamshell** [ˈklæmʃəl] *adj.* 翻盖式

India shows similar **traits**. Shipments **plummeted** 19% in the first quarter, yet sales in the premium segment above 45,000 **rupees** (\$550) jumped 66% while those in the lower 10,000-to-20,000 rupee band dropped 34%, Counterpoint reported. The South Asian nation has a long way to go before catching up to China in size and wealth, yet there are still plenty of customers eager to buy what the premium brands are selling.

印度也表现出类似的特点。Counterpoint 报告称，印度第一季度手机出货量暴跌 19%，但售价在 45,000 卢比（550 美元）以上的高端手机销量增长了 66%，而售价在 10,000 至 20,000 卢比之间的手机销量下降了 34%。印度这个南亚国家在规模和财富上还远不及中国，但仍有大量消费者渴望购买高档品牌的产品。

Having the ability to develop and market pricey phones means the **big names** don't need to sell to everyone in a **downturn**. They just need to find consumers with the cash and desire to **pay through the nose for** something special.

拥有研发和销售高端手机的能力，意味着大公司不需要在经济低迷时期向所有人销售手机。他们只需要找到有钱又有愿意花高价买特殊产品的消费者。

的

**unfathomable** [ʌn'fæðəməbl]

adj. 高深莫测的，深奥的

**tepid** ['tepid] adj. 不冷不热的，温吞的

**run counter to** 违背某事，与某事背道而驰 | The finding ran counter to all expectations. 该发现出乎所有人的预料。

**set to do sth.** 很可能做某事 | The weather is set to change. 天气可能要变。

**trait** [treɪt] n. 特征，特性，特点

**plummet** ['plʌmɪt] v. 暴跌，速降 | Share prices plummeted to an all-time low. 股票价格暴跌到历史最低点。

**rupee** [ru:'pi:] n. 卢比（印度、巴基斯坦等国的货币单位）

**big name** 知名人士（团体）

**downturn** ['daʊntɜ:n] n. （商业经济的）衰退，下降，衰退期

**pay through the nose for sth.** （为某物）付费过高，（为某事）花费过大的代价

## ➤ 脉络梳理

- Para. 1 引出话题：高端手机成了疫情后人们报复性消费的对象
- Para. 2 描述现象：全球手机销量下降，而平均售价上升，两极分化越发严重
- Para. 3-7 举苹果和三星等手机公司为例具体说明这一现象
- Para. 8-9 举中国、印度等国为例指出发展中国家也有大量消费者渴望购买高端手机
- Para. 10 总结全文，指出高端手机生产商只需要找到目标消费者就不愁销量

## ➤ 长难句拆解

地点状语 同位语，解释说明 China

In China, the largest smartphone market in the world,

主句 后置定语，修饰 the rising average prices

years of tepid demand growth runs counter to the rising average prices experienced there

解释说明主句 定语从句，修饰 trend

— an 8-year trend that looks set to continue.