“Consumers think the latest top smartphones are out of their price range and are less likely to upgrade their devices because of it. Manufacturers are aiming to offer better innovation and value for money through punch-hole displays and improved cameras. They will also be hoping 5G can help to boost the market.”
– Zach Emmanuel, Consumer Technology Analyst

This report looks at the following areas:

- Charging cases could play bigger role as consumers still demand longer battery life
- Smartphone prices could drive consumers to second hand or refurbished handsets

In the early stages, foldable devices will have a limited audience due to the price and initial scepticism as to how long the hinge mechanisms will last with everyday wear and tear. Potential purchasers will essentially be people who want to be at the forefront of the latest technology no matter what, and are prepared to deal with the inevitable early teething problems that come with new product categories.
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Manufacturer innovate with notch-less displays

Foldable phones enter the market

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