

Apple will replace the basic iPhone 18 with the iPhone 18 Air and add a folding iPhone for \$ 2000 to the ruler

Apple is preparing a large -scale update of the iPhone line in 2026. According to EtNews, the company will abandon the basic version of the iPhone 18, replacing it with the iPhone 18 Air.

Instead of the usual four models in the series, five will appear at once, including the first folding iPhone. Thus, in 2026, the iPhone 18 Air, 18 Pro, 18 Pro Max and a folding iPhone, the cost of which is estimated at \$ 2000-2500 are expected.

Such a step will allow Apple to expand the assortment, while maintaining a simple and understandable structure of the model range.

In parallel, the company will continue to develop an “affordable” direction: already in 2026 the iPhone 17e will be released, which will become the heir to the successful iPhone 16E and will take a niche of an inexpensive, but productive device.

According to experts, the Apple strategy is aimed at avoiding the overload of the ruler and maintaining a balance between premium and more affordable models.