

Analysts believe that the output of the first folding iPhone will become not so much a threat to Samsung as a powerful incentive for the entire market.

Today, the Galaxy Z Fold and Z Flip format, despite the constant improvements, is still niche. Apple has a unique ability to turn new categories into mainstream: each decision causes large-scale attention of the media, the interest of buyers and a wave of imitation among competitors.

When Apple introduces its folding smartphone, millions of users who have not previously thought about such devices will begin to compare it with Samsung offers.

This will give the Korean company a chance to strengthen the position, because its line has already passed through several generations of developed designs and technologies.

In fact, Apple will confirm that Samsung has been talking for many years: folding devices are not a temporary fashion, but the next step in the evolution of smartphones.

The competition will certainly aggravate, but this is exactly what the companies traditionally pushes to accelerated innovations, which is beneficial to end users.