

Galaxy Z Fold 7 is at risk of losing before even entering the battle?

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What is Samsung doing with its foldable smartphone business? In a few months, the Korean tech giant will release a foldable phone:

- Galaxy Z Fold 7
- Galaxy Z Flip 7

With the current developments, they will not be too prominent. In fact, according to experts, Samsung is causing a foldable smartphone disaster and this duo, especially the Galaxy Z Flip 7, is easily "defeated" by the Huawei phone line.

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Illustration photo.

Meanwhile, Apple still doesn't have a foldable iPhone to compete with.

The numbers speak

According to sales figures, although the Galaxy S24 series has become a surprise hit, the 2024 Galaxy Z Fold and Galaxy Z Flip have not received much attention in the market. This is considered a failure for a company of Samsung's size.

Samsung's Galaxy Z Fold 6 and Galaxy Z Flip 6 have had disappointing sales, even worse than their predecessors - the Galaxy Z Fold 5 and Galaxy Z Flip 5.

As of December 2024, total sales of both devices reached just 5.21 million units, barely improving from 4.9 million units in November.



Samsung's Galaxy Z Fold 6 and Galaxy Z Flip 6.

The Galaxy Z Flip 6 struggled the most, selling only around 80,000 units in December while the more expensive Galaxy Z Fold 6 fared slightly better, rising from 2.09 million to 2.32 million units.

In contrast, the Galaxy S24 series saw strong demand, surpassing 37 million units sold.

What if the Galaxy Z Fold 7 and Galaxy Z Flip 7 revive Samsung's foldable lineup? According to rumors, however, they will have little innovation.

Galaxy Z Fold 7 and Galaxy Z Flip 7 will be nothing interesting?

According to source Septa Unella, the Galaxy Z Fold 7 and Galaxy Z Flip 7 will have quite a few theories:

- Samsung will use Exynos 2500 chip for Galaxy Z Flip 7
- They won't have many camera upgrades
- The price of Galaxy Z Fold 7 and Galaxy Z Flip 7 will not change much compared to the previous version!

In short, the Galaxy Z Fold 7 and Galaxy Z Flip 7 are shaping up to be underwhelming upgrades that recycle many elements from their predecessors.

The Galaxy Z Fold 7 is essentially the international version of the Galaxy Z Fold 6 Special Edition, with a larger screen but no S Pen support due to the lack of a digitizer. Although it may have a 200MP camera and improved speakers, its design will not be much new.



Galaxy Z Fold 6.

Additionally, Samsung is also dividing the chips by region, some markets may get the Exynos 2500 instead of the Snapdragon 8 Elite.

On top of that, the Galaxy Z Flip 7 will be lagging behind on camera hardware while competitors offer more exciting configurations. With the expected price still high, the lack of meaningful innovation could leave Samsung's foldable phone struggling... again.

Huawei is not afraid to brag

Alongside other great foldable smartphones, including Honor's slim Magic V3 and the OnePlus Open, there's another big player in the market: Huawei, which overtook Samsung to become the top foldable smartphone maker in early 2023 (though Samsung regained the lead in Q3).

However, if the rumors about Huawei's upcoming Pocket 3 are true, the company could once again overtake Samsung in the foldable phone market this year.



Huawei Pocket 2.

Notably, Yu Chengdong - President of Huawei's Consumer Business Group also stated:

"Huawei is planning to launch a product in March - a product that no one can think of. Once the product is launched, people all over the country will rush to buy it and everyone will be able to buy it."

So far, there are no exciting rumors about the potential of the Pocket 3 and its specifications. However, the above statement suggests that the product will be cheap. Let's wait and see what interesting things this device will bring to the smartphone market.



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