

How smart phones have jumped from \$ 200 to \$ 2,000

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No need to be interested in the smartphone market, you can easily realize that smartphones are becoming more expensive than ever, especially in the high-end segment. The flagship devices from Apple, Samsung, Google as well as many other major smartphone manufacturers are now priced hundreds of dollars higher than just a few years ago. And now, with the appearance of folding screen phones being valued at \$ 2,000 or more, it seems that the price limits of phones will continue to increase even further in the future. hybrid

There are several different reasons for the soaring price of smart phones in recent years. The first reason, very simple and easy to understand: The disappearance of service packages that come with the network. For example, in the United States, in the past, top smartphones were often sold at prices of less than \$ 200 as part of a mobile phone service contract with operators. , while their actual costs are hidden in the amount you pay monthly to use the service. Now when these contracts are no longer popular, the price of phones gradually returns to the original and beyond the capabilities of many people. That explains why a few years ago, the price of iPhone sales in the US suddenly skyrocketed to \$ 649.



1. Your next smartphone will probably be equipped with a 192MP camera

However, the above reason is only a small part and cannot be said, so the reality of the price situation in today's smartphone world. The price of phones actually increased by several hundred dollars. For example, in 2016, Samsung charged \$ 670 for a completely new Galaxy S7. This year, Galaxy S10 has a starting price of 900 USD. One of the reasons for this is that new flagships are getting harder and harder to sell. It may sound strange but in

fact, although the number of smartphone owners is now much larger than it was a few years ago, they also tend to use their phones longer (mostly Because the current top phones all have better build quality, more powerful hardware and operating systems are more stable than before.

This obviously has caused smart phone manufacturers to make a difficult choice if they don't want their revenue to fall, selling more phones or selling more expensive phones. And in fact to preserve their reputation, they chose the second option.



1. The Huawei P30 Pro camera is so powerful that it can capture the moon image clearly

We have seen flagship models with options for larger screens and more memory, making the selling price up to nearly \$ 1,500. Even the starting price for these products (at the lowest configuration level) has reached nearly \$ 1,000 compared to the usual \$ 649 threshold only a few years ago.

However, it must be said again, the cost to produce a high-end phone is also increasing rapidly. Taking the iPhone as an example, the cost of internal components and labor and warehousing to create an iPhone 4 in 2010 was less than \$ 190, while the iPhone XS Max was released last year. The production cost is up to \$ 390, which is not taking into account the inflation factor of the world economy. According to the US Bureau of Labor Statistics, \$ 649 in 2010 will be worth \$ 750 today, which is roughly the cost of production of an iPhone XR.



1. Forget the folding screen phone, this is the smartphone you really need!

In many cases, phones with high selling prices are basically products of the high-end segment, which are the essence of the manufacturers. At the moment the iPhone is selling at an average price of \$ 999. The same is the case of Samsung - Apple's No. 1 rival, with Galaxy S10 with a starting price of \$ 900, another cheaper model, the S10E, which also sells for about \$ 750.

After all, we can summarize briefly the advantages and disadvantages of this trend as follows. Yes, now you will have to spend more than a few years ago to get the most "cool" phone of your favorite manufacturer, but the obvious benefit here is that the product will be beautiful. more durable, and therefore you can use it longer.



1. This is an 18,000mAh phone . No, the 18,000mAh battery is equipped with the same function as the phone!

However, luckily, this whole phenomenon usually takes place in the high-end segment. In the past 2018, we continue to see fierce competition in the middle and low segments, making products in this segment more balanced between performance and cost. Therefore, while the most powerful, best and most beautiful devices are still walking hand-in-hand on new steps in the selling price, there is still a 'miserable community' in the phone segment. Mid-range and low-end, targeting people with tight budgets or more basic needs.

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