

Samsung aims to sell 1 million Galaxy Folds, and this is the actual result

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Samsung Galaxy Fold has caused a worldwide fever when it was first introduced on the stage of CES 2019 exactly 1 year ago. This phone is considered by analysts to be the pioneer of the 'folding screen' revolution in the world of future smartphones.

However, the path for Galaxy Fold to reach global consumers is not smooth sailing at all.

A series of 'big' questions about software compatibility, application support, price, and durability of the screen when folded repeatedly made the excitement and confidence of people. Use for Galaxy Fold quickly declines.

But after all, with tireless efforts, Samsung was finally able to launch a commercial version for the Galaxy Fold in late September 2019, and immediately achieved success when the product simultaneously. sold out 'only after a short launch in some major markets. This gives Samsung Mobile management confidence to set a target of selling at least 1 million Galaxy Folds in 2019.

1 million units sold for a \$ 1,980 device and the 'history' are questionable. However, Samsung recently denied this number, saying that Young Sohn may have been a bit confused in the company's sales target last year.



After many questions, on January 8, Samsung President and CEO of Samsung Communications & Mobile Division, Mr. Koh Dong-jin, issued an official announcement on the number of Galaxy Folds sold. to the end of December 2019:

"I think we sold between 400,000 and 500,000 Galaxy Fold smartphones," Koh Dong-jin told reporters on the sidelines of the CES 2020 event in Las Vegas.

Note on wording. Mr. Koh does not seem particularly certain about the numbers he gives, and '400,000 to 500,000' is actually quite a large range. This once again made observers skeptical about the success of the project.

In particular, the above figure is far below the initial expectations of the Korean manufacturer. The reason is attributed to the price and negative impression from the market on the problems that Galaxy Fold encountered before the sale.

Given the above situation, Samsung is planning to shorten the launch time of Galaxy Fold 2 - its unique clamshell folding smartphone model to regain the market before it falls into the hands of rival products.

According to ET News and Yonhap's prediction, the price of the Galaxy Fold 2 will be around \$ 1,500 (approximately 35 million VND), expected to launch in 2 with Galaxy S1.

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