

Sony may disappear from the smartphone market

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This is the first time in history that Sony has sold less than one million smartphones in a quarter. After this result, Sony had to reduce the expectation to 4 million products in the fiscal year 2020 (from 1/4/2019 to 31/3/2020), the number of companies previously set was 5 million products. .



Since 2019, Sony has not launched many new Xperia models. Photo: Tuan Anh.

Since the beginning of 2019, Sony has not released many products. This is evidence that the Japanese brand is no longer interested in smartphone segment. Although the company has introduced high-end model Xperia 1 at MWC exhibition 2019, it launched a few months late and only appeared in some markets.

Facing poor sales, Sony also announced to narrow its mobile segment in Southeast Asia by the end of May. In Vietnam, the company has stopped selling Xperia smartphones for a long time.

Although Sony stopped selling smartphones, Sony continued to participate in other areas in Vietnam such as cameras, TVs, and audio . so it still ensured the after-sales service for customers who bought their smartphones.

1. Sony is about to introduce face detection technology with a new laser sensor, far beyond Apple's Face ID

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