

The explosion of 5G will help Apple sell 100 million iPhone 12 units in 2020

Cupertino is set to sell at least 100 million iPhones 12 by 2020.

For 2019, Apple is expected to sell about 80 million iPhones 11 and iPhone 11 Pro. This is not a large number compared to other low-cost Android manufacturers, but it will certainly bring apples billions of dollars in profits - something their rivals dream of.

However, the ambition of Tim Cook and his colleagues did not stop there. The Cupertino company is `` boldly " aiming to sell at least 100 million iPhones 12 by 2020 (although not until September next year of the handset). What makes Apple dare to be so confident is the forecasts of the explosion of 5G demand in the second half of 2020, while the iPhone 12 will certainly support this connection technology, in addition to improvements. requires both software and hardware specifications.

However, according to market analysts, the prospect of iPhone 12 sales in the fourth quarter of 2020 can increase by up to 25% compared to the iPhone 11 in the same period this year is relatively difficult. iPhone sales are showing signs of recovery in the past few quarters, but year-to-year, the growth of the iPhone business in the past few years has been extremely unstable, ranging from -5% to + 5%, so the opportunity for iPhone 12 sales can reach 25% increase is very difficult, unless this product possesses elements that actually cause fever.



The iPhone 12 is expected to be the first iPhone to feature a completely edge-to-edge screen (omitting the controversial 'notch' that appeared two years ago on the iPhone X). There are also many rumors that the iPhone 12 will own the same design as the iPhone 4 and be equipped with many new hardware utilities, especially in the camera cluster, supporting iOS 14 and 5G.

Although the iPhone has not yet launched with 5G, the launch of devices from other OEMs like Samsung, OnePlus and Huawei are paving the way for Apple to adopt the final standard and will have the so-called 'redefinition'. 'from the apple team.

As always, the iPhone 12 will launch next September, so there will be a lot of unpredictable changes. Let's wait and see if Apple accomplishes the goals it has set.

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