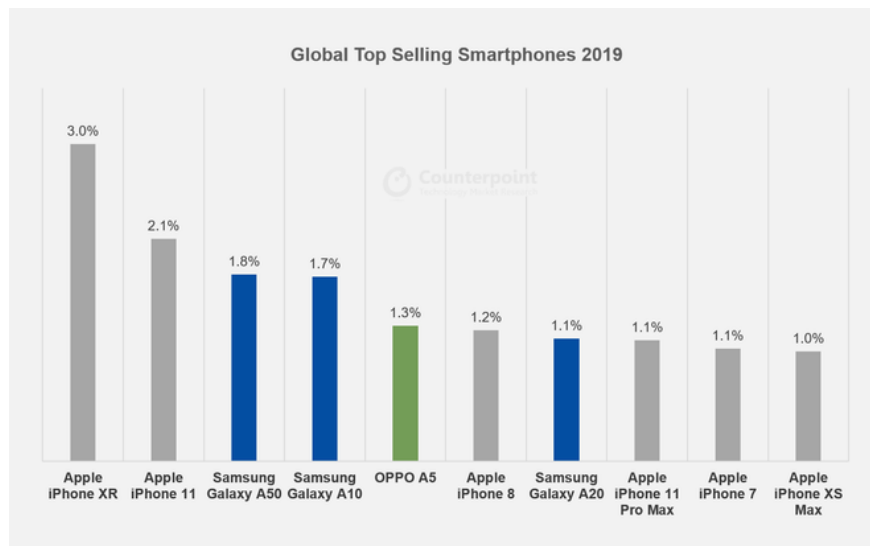


# The iPhone SE 2020 would have been a lot better, but this is why Apple doesn't want to

Reasonable price is the most important factor determining the success or failure of the iPhone SE in 2020, when the financial potential of the user is affected by the disease.

The new generation of iPhone SE carries the design from the iPhone 6 launched in 2012. Amid the competitive smartphone market with breakthrough products constantly appearing, why did Apple decide to go in the direction of detrimental to itself such as so?

In 2018, Apple introduced three new phone models including two iPhone Xs with the most advanced features. But in the end, the iPhone XR, with its thick bezels, single camera, and low price, became the bestseller. Similarly, in the trio of phones launched in 2019, the iPhone 11 also won more love thanks to its reasonable price.



According to data from Counterpoint, iPhone XR and iPhone 11 lead the list of best-selling smartphones in 2019.

It can be concluded that users are choosing based on their money: lower-cost iPhones are becoming popular. This obviously caught Apple's eye.

The new iPhone SE has a powerful A13 chip, a single-lens camera, a useful Touch ID sensor during the time people are forced to wear a mask and most importantly, the price is only \$ 399 - belonging to "cheap" format with products from Apple.

2020 is the right time for cheaper devices than ever before. The global outbreak of Covid-19 has put many economies at risk of paralysis and crisis. Even Apple has considered to postpone the launch of the iPhone 12, which is expected to cost around \$ 1,000, which was held in September due to concerns that users cannot afford to upgrade.



Compact, powerful and cheap make the iPhone SE attractive in the present time.

Currently, a powerful, compact and mid-priced phone like the iPhone SE will be a reasonable choice to accompany for at least the next 3 years. Especially when users will have to consume smarter when the wallet is tightened by the post-pandemic effect.

Besides, Apple's strategy now is to encourage users to use their phones for as long as possible, partly to keep them in the service ecosystem. The company wants to attract more new users, but this year's flagship products such as the iPhone 11 are not considered too breakthrough.

iPhone SE, despite having a camera sensor similar to the iPhone 8, the power from the A13 chip will make a significant difference. If this model proves itself to be a quality "camera phone" at a cheap price, it will also attract a significant number of users to join the Apple ecosystem.



Photos taken from the iPhone SE 2020 are of good quality.

Some claim that the iPhone SE can go further, with a bigger screen or a better battery than the iPhone 8 model. However, perhaps Apple believes that the current features are enough and is the trade-off needed to have get an attractive price of USD 399 - the most important factor of the smartphone market in 2020.

Users can pre-order the iPhone SE on April 17 and receive it a week later.

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