

Foldable Smartphone Forecast, India

January 2024



Report Objective and Methodology

- **Report Objective:** To understand the adoption of foldable smartphones in India
- **Report Duration:** Data in this report is updated till December 2023.
- **Source:** Secondary Research, Press, IDC, Datum Consumer Survey, November 2023 (1,000 smartphone owners (18+) in 8 cities - Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Ahmedabad, Kolkata, Chandigarh)



Definitions

- **Foldable Smartphone:** A foldable smartphone is a mobile device with a flexible display screen that can be folded or unfolded, providing users with a compact form factor for portability and a larger screen size for enhanced functionality.
- **Flip -Type Foldable Smartphone:** A flip-type foldable smartphone, also known as a clamshell design, features a hinge that allows the device to fold along its vertical axis, similar to a traditional flip phone. When closed, the phone has a smaller form factor, and when opened, it reveals a larger display for various applications.
- **Fold -Type Foldable Smartphone:** A fold-type foldable smartphone typically has a horizontal hinge that allows the device to fold along its horizontal axis. This design results in a more compact form when closed and a larger display when unfolded, often transforming the device into a tablet-like experience.



Flip -Type Foldable Smartphone



Fold -Type Foldable Smartphone

Executive Summary

- Smartphone shipments peaked at **161 million** in India in 2021
- **136 Million** smartphones to be shipped in 2023 down 5.6% from 2022
- **Smartphone ASPs** rebounded and expected to reach \$254 in 2023
- India Reaching 5G Smartphone Tipping Point in 2023; **54%** of Smartphone sales projected as 5G handsets
- After a peak of **58% share** of online channel is declining
- **Premiumization** is pushing the growth of \$600+ segment
- **43%** of Indians are interested in purchasing a foldable smartphone
- **Portability and durability** are top concerns followed by **camera quality and looks**
- **Pricing** and concerns about screen breaking are key inhibitors
- **23%** of Indians are willing to spend between **₹50,000-₹100,000** on foldable smartphones
- India foldable smartphone sales set to top **1 million in 2024** with Flip phones accounting for **70%** shipments



Foldable Phones Timeline (1/2)

- **Nov 2023** - Samsung One UI 6 Rollout Plan for Galaxy Phones Revealed
- **Oct 2023** - OnePlus launched first foldable smartphone named 'OnePlus Open'
- **Aug 2023** - Xiaomi Mix Fold 3 launched
- **Jul 2023** - Samsung Galaxy Fold 5, Galaxy Flip 5 launched in India
- **Jul 2023** - Motorola Razr 4Q launched in India
- **Apr 2023** - Tecno Phantom V Fold launched in India, most affordable foldable phone
- **Feb 2023** - Honor launched the Magic Vs Global, the international version of the Magic Vs
- **Jan 2023** - Google unveiled the Pixel Fold, its first foldable phone
- **Nov 2022** - Motorola launched the Razr 2023, its third-generation foldable Razr phone
- **Aug 2022** - OPPO launched the Find N2 and Find N2 Flip, its first foldable phones
- **May 2022** - Huawei launched the Mate Xs 2, its fifth-generation foldable phone
- **Feb 2022** - Samsung launched the Galaxy Z Fold 4 and Galaxy Z Flip 4, its fourth-generation foldable phones
- **Nov 2021** - Honor launched the Magic Vs, its second foldable phone
- **Aug 2021**- Motorola launches the Razr 5G Gen 2, a revised version of the Razr 5G with improved durability and performance

Foldable Phones Timeline (2/2)

- **Jun 2021** - Xiaomi patents a new foldable phone design that uses a flexible display that can be rolled up like a scroll
- **May 2021** - Huawei launches the Mate X2 Foldable, a foldable version of the Mate X2
- **Feb 2021** - Samsung Galaxy Z Fold 3 and Samsung Galaxy Z Flip 3 launched
- **Sep 2020** - Samsung announced that it has sold over 2 million foldable phones in 2020
- **Sep 2020**- Samsung revealed the Samsung Galaxy Z Fold 2
- **Mar 2020** - TCL showed three folding phone prototypes
- **Feb 2020** - Huawei offered subtle upgrades with the Mate XS February 24, 2020
- **Feb 2020** - Samsung launched Galaxy Z Flip
- **Nov 2019** - Huawei launches the Mate X in China after multiple delays
- **Nov 2019** - Motorola announces its folding RAZR revival – ushering in the clamshell foldable
- **Sep 2019** - Galaxy Fold is re-released in the US
- **Feb 2019** - Huawei launched Mate X at €2,299
- **Feb 2020** - Samsung unveiled Galaxy Fold at \$1,980
- **Oct 2018** - Royole FlexPai launched at \$1,300

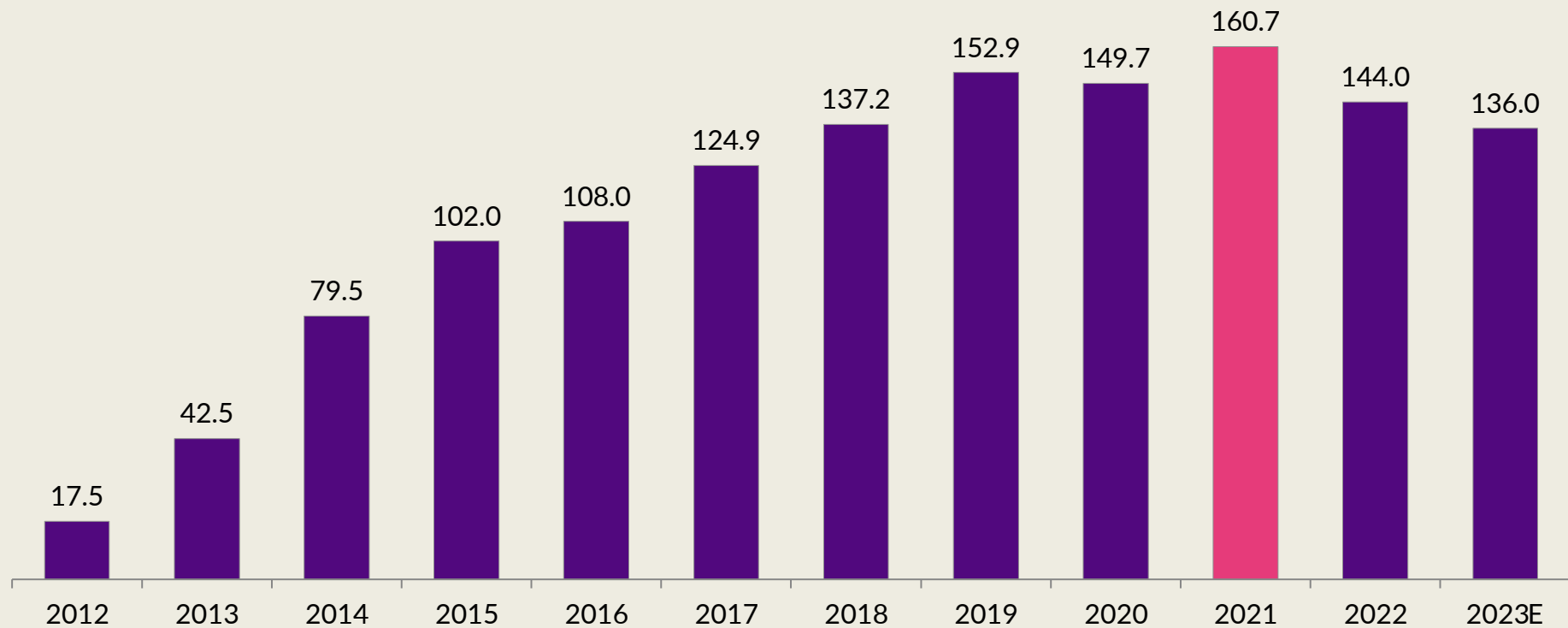
Foldable Smartphone Models

Brand	Model	Starting Price
Samsung	Galaxy Z Flip5	₹99,999
	Galaxy Z Fold5	₹164,999
Motorola	Razr 4Q Ultra	₹79,999
	Razr 4Q	₹49,999
OPPO	OPPO Find N3 Flip	₹84,999
	OPPO Find N2 Flip	₹99,999
OnePlus	OnePlus Open	₹139,999
Google	Pixel Fold	₹147,490
Tecno	Phantom V-Flip 5G	₹54,999
	Phantom V Fold	₹78,499
Xiaomi	Xiaomi Mix Fold 3	₹103,000

Source: Company websites, Amazon

Smartphone Shipments in India Peaked in 2021

Smartphone Shipments in India
(in millions)

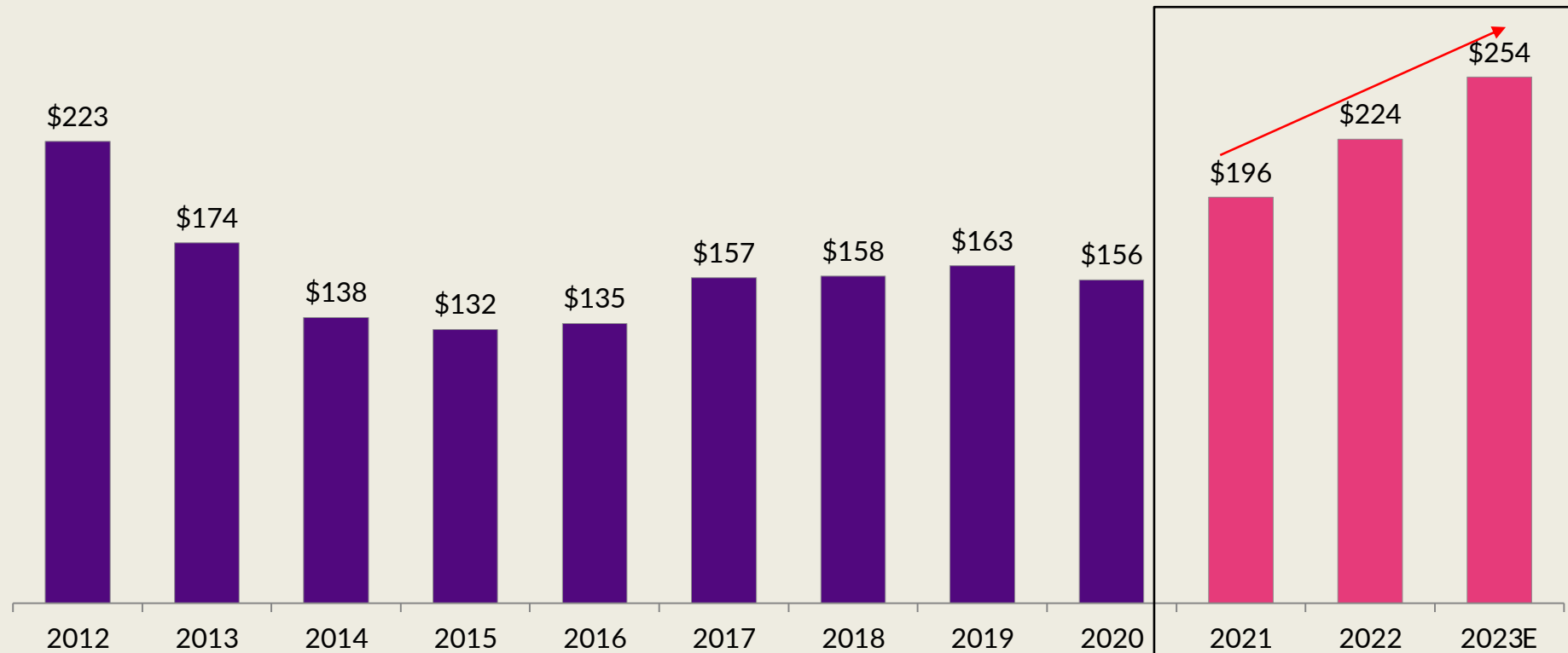


Source: IDC, Datum Analysis

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Indian Smartphone ASPs Rebound on Premiumization Push

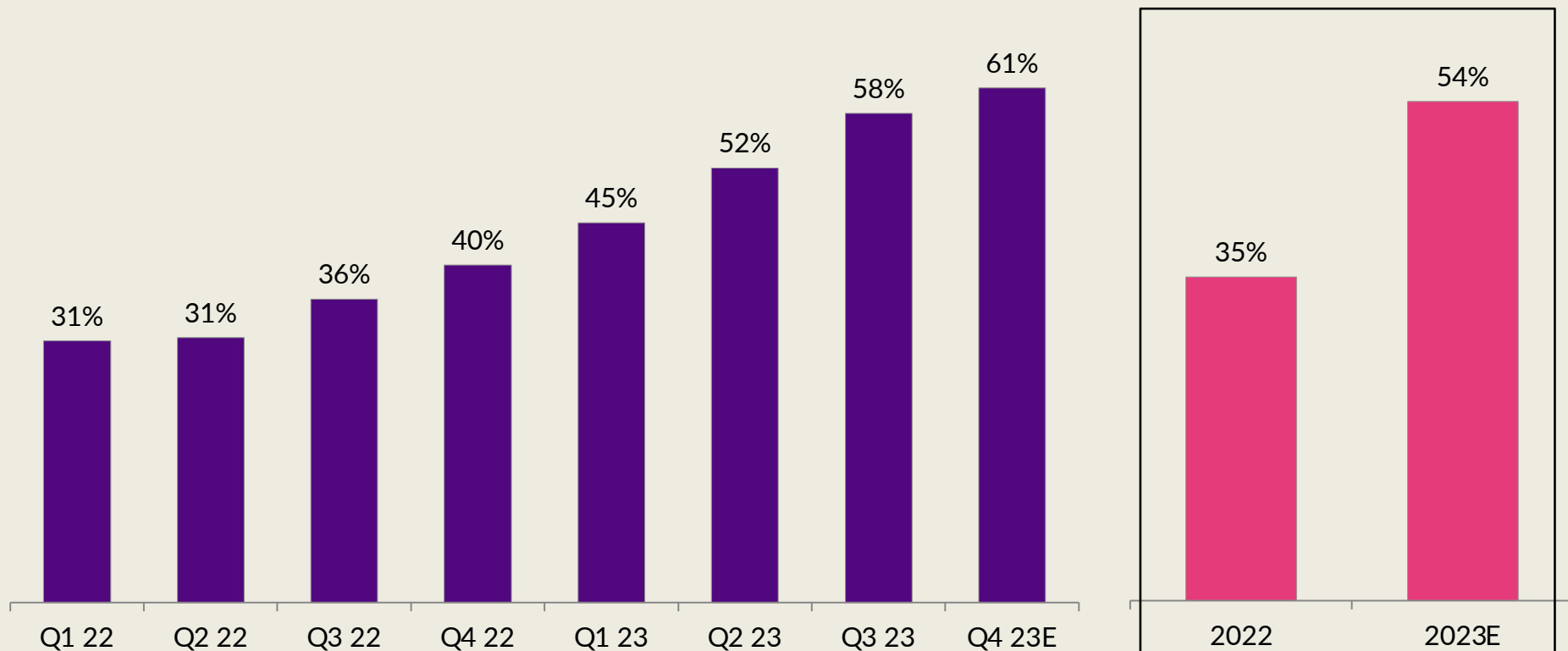
Smartphone Average Selling Price (ASP) in India
(in \$)



Source: IDC, Datum Analysis

India's Smartphone Market Sees Rapid Adoption of 5G Devices

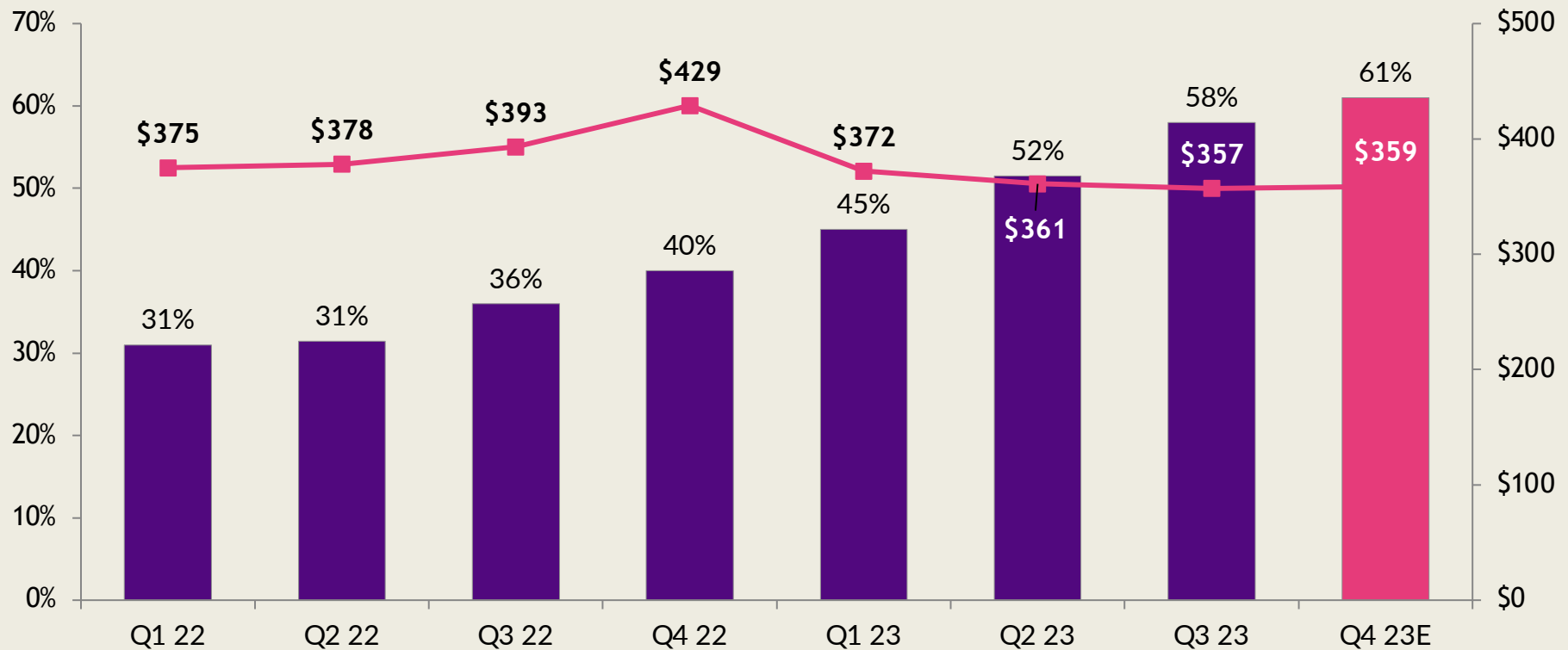
Share of 5G Phones in Smartphone Shipments in India
(in %)



Source: IDC, Datum Analysis

India's 5G Phone Market Sees Price Drops as Competition Intensifies

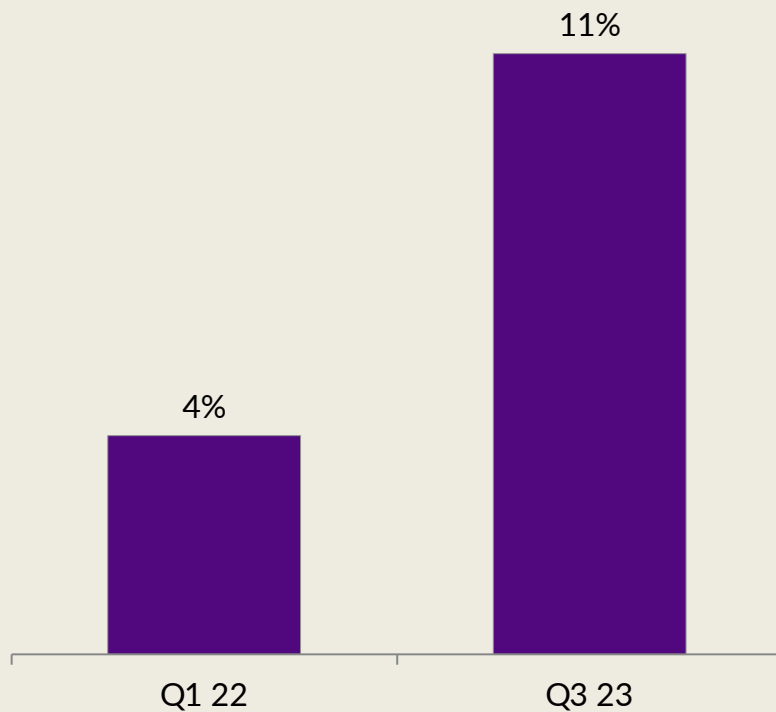
Share of 5G Phones in Smartphone Shipments in India and ASP
(ASP in \$ and share in %)



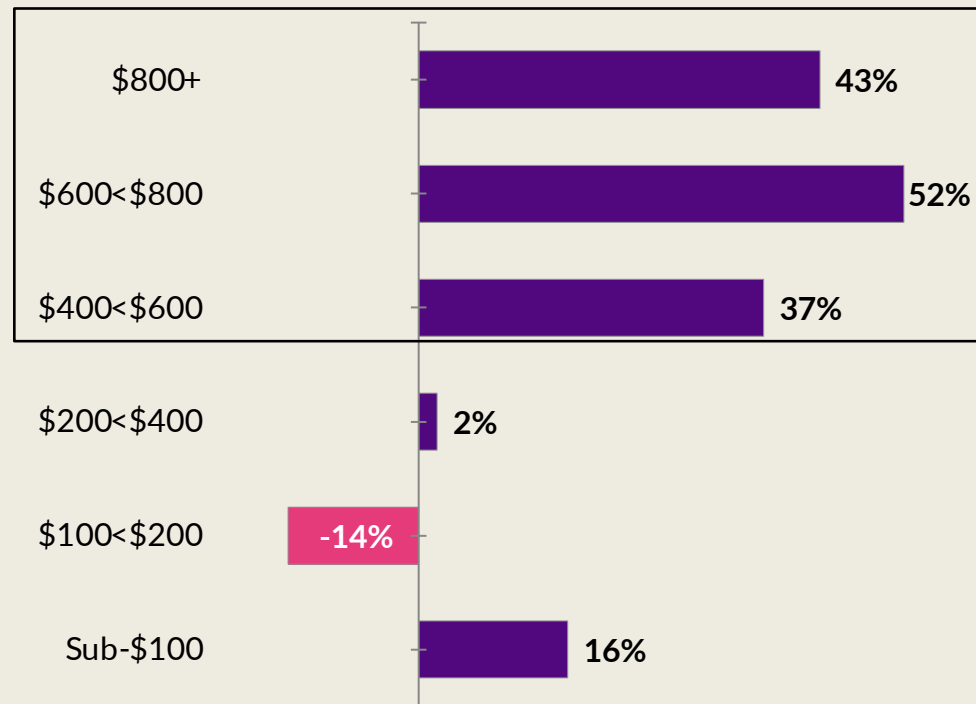
Source: IDC, Datum Analysis

Smartphone Market Witnesses Premiumization Trend as Users opt for Higher-priced Devices

Share of \$600+ Smartphones
(in %)



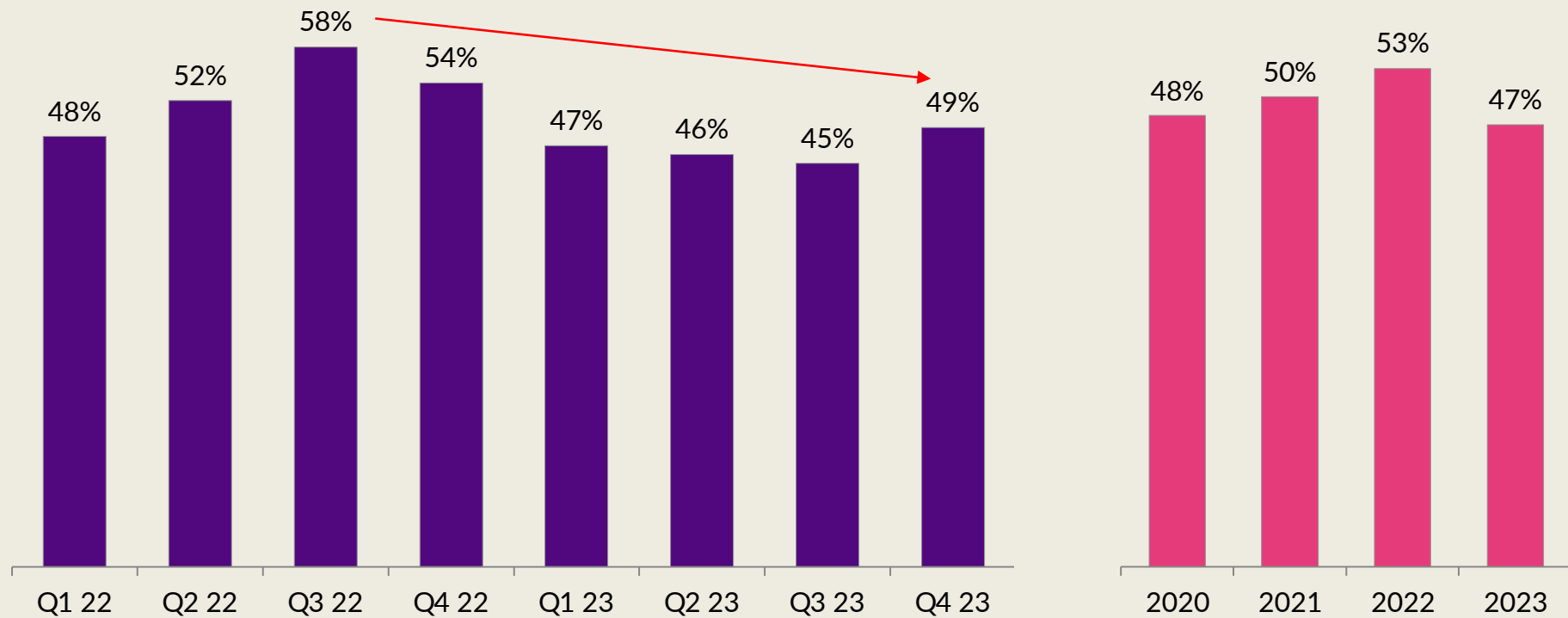
Q3 2023 Growth Rates by Price Segments
(in %)



Source: IDC, Datum Analysis

Online Channel's Share of Smartphone Sales in Falls from Peak of 58%

Share Online Channel in Smartphone Sales
(in %)

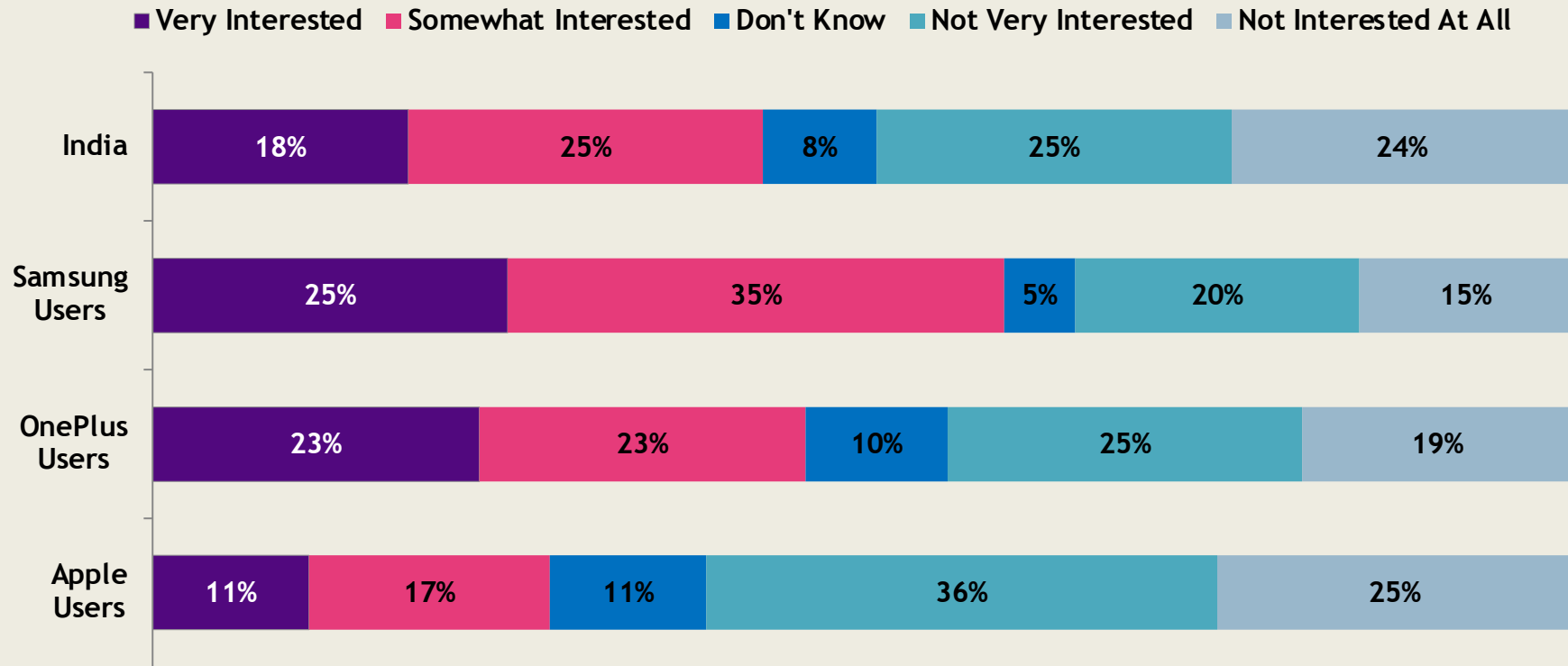


Source: IDC, Datum Analysis

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43% of Indians are Interested in Purchasing a Foldable Smartphone

Interest in Buying a Foldable Smartphone (in %)

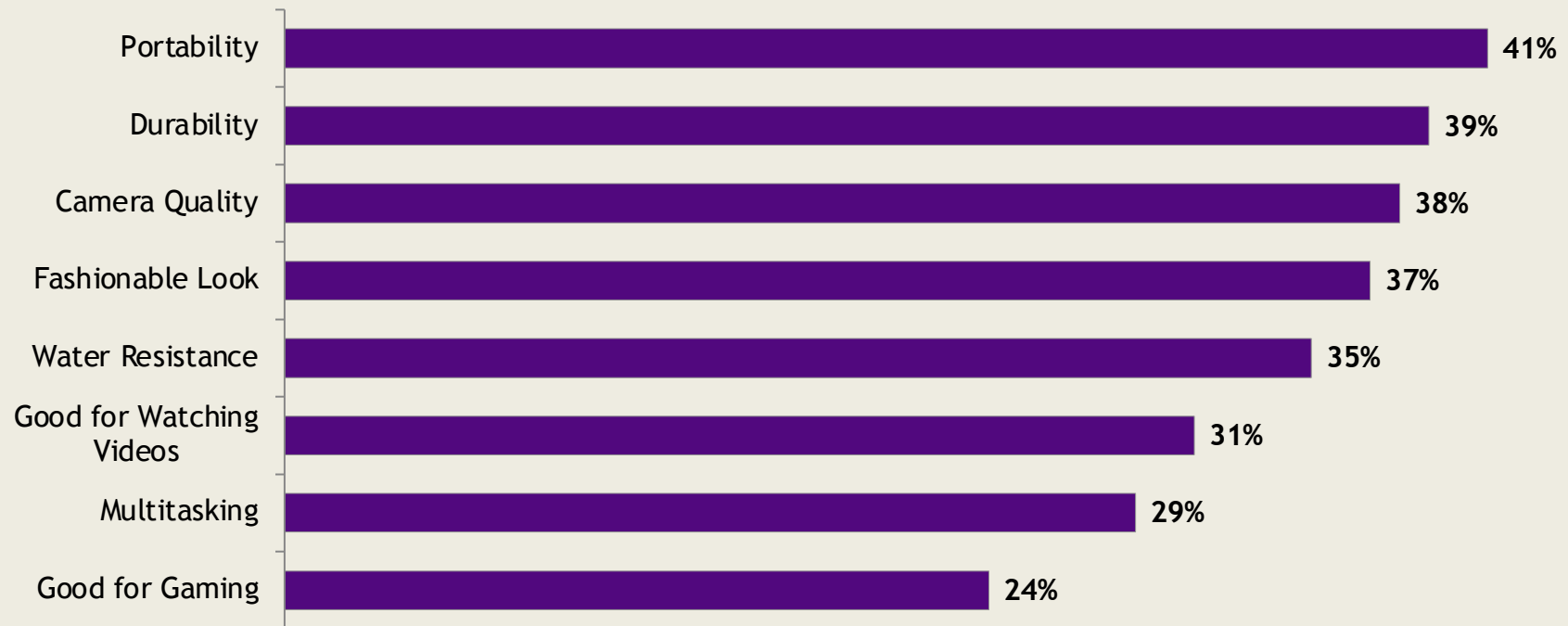


Source: Datum Consumer Survey, 1,000 smartphone owners in 8 cities - Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Ahmedabad, Kolkata, Chandigarh

Portability and Durability are Top Concerns followed by Camera and Looks

Consumer Interest in Foldable Smartphone Features

(% of Indian smartphone owners who are interested in buying foldable smartphones)

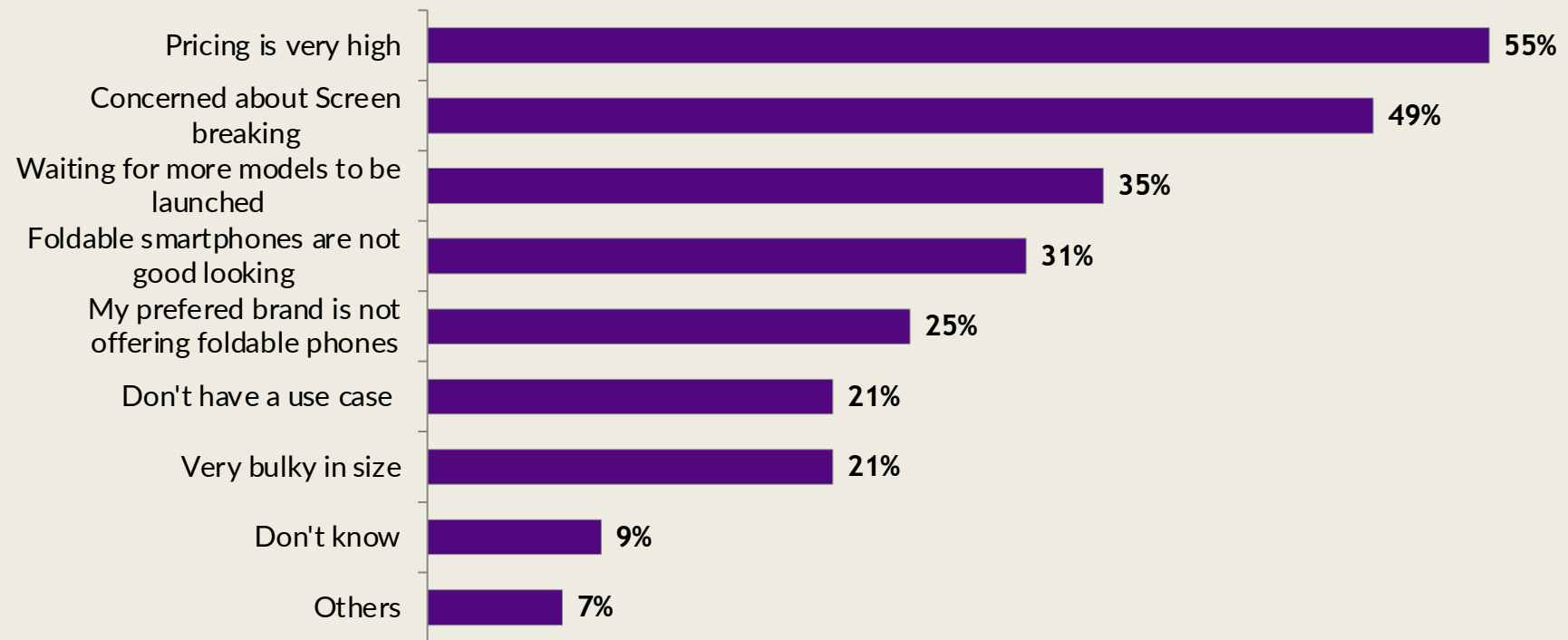


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Pricing and Concerns about Screen Breaking are Key Inhibitors

Consumer Interest in Foldable Smartphone Features

(% of Indian smartphone owners who are not interested in buying foldable smartphones)

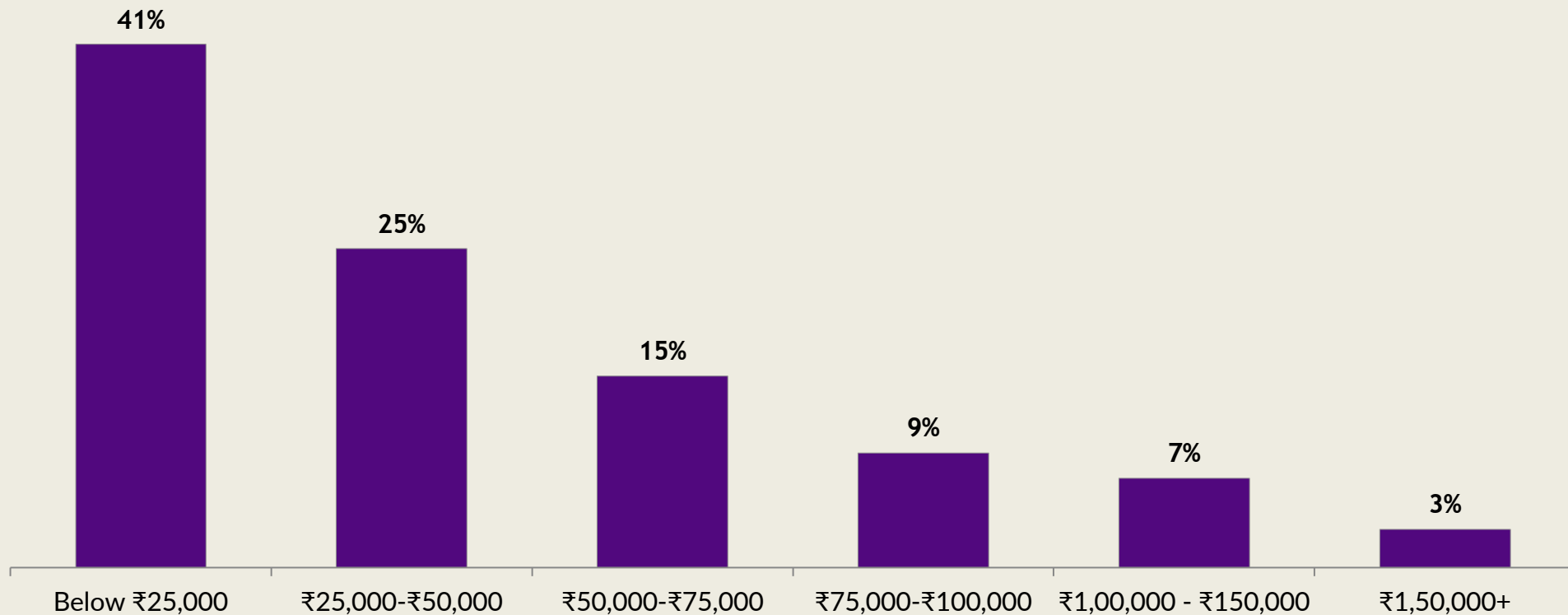


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23% of Indians are Willing to Spend Between ₹50,000-₹100,000 on Foldable Smartphones

Consumer Interest in Foldable Smartphone Features

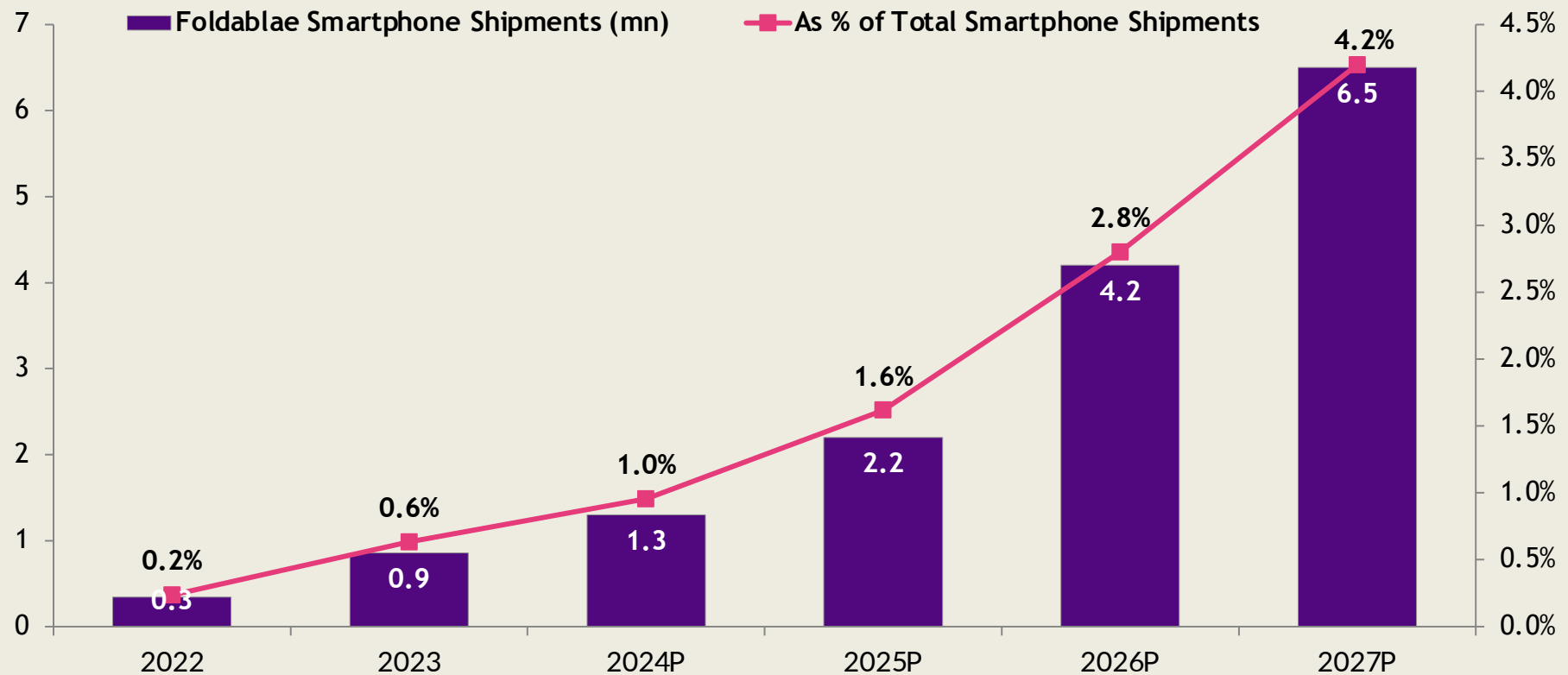
(% of Indian smartphone owners who are interested in buying foldable smartphones)



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India Foldable Smartphone Sales Set to Top 1 Million in 2024

Foldable Smartphone Shipments, India (in millions)

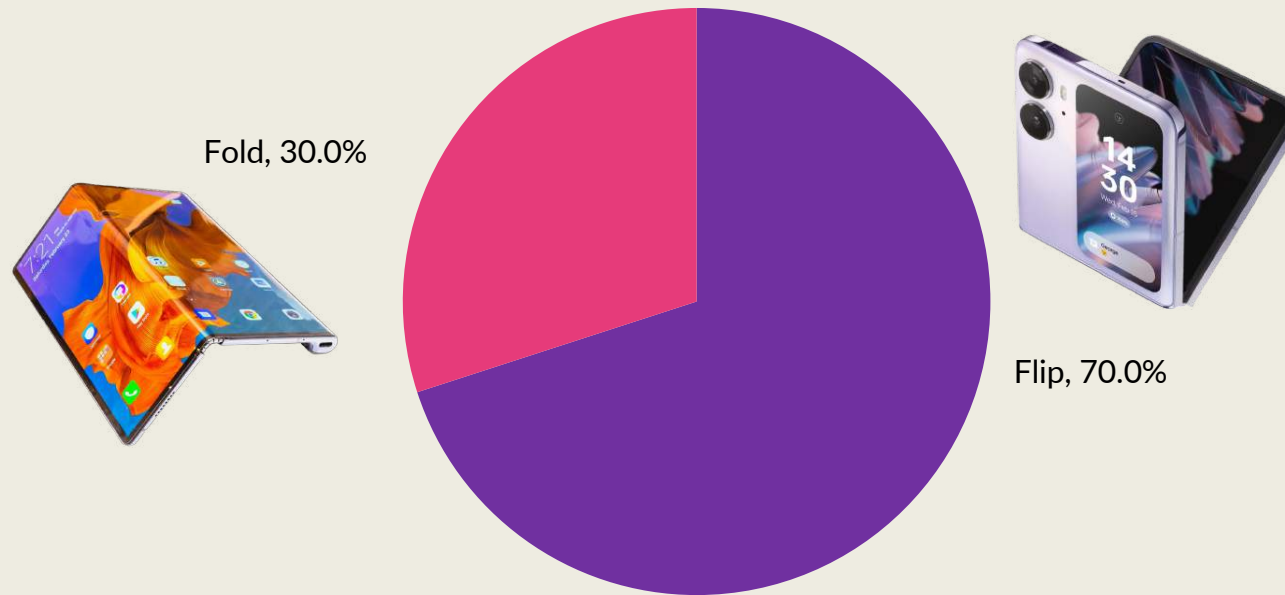


Source: Datum Analysis

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Nearly Two Thirds of Foldable Smartphones Sold Are 'Flip Type'

Foldable Smartphone Sales Breakdown by Type (in %)



Source: Datum Analysis

About Datum

💡 The term "**datum**" refers to a singular piece of information or a single value within a dataset. A datum can represent a specific measurement, observation, or variable recorded for a particular entity or unit of analysis. - [Cambridge Dictionary](#)

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