

Global Foldable Smartphone Market - 2025 -2032

<https://marketpublishers.com/r/G043BEF5CD79EN.html>

Date: October 2025

Pages: 180

Price: US\$ 4,350.00 (Single User License)

ID: G043BEF5CD79EN

Abstracts

Foldable Smartphone Market Overview

Foldable Smartphone Market reached US\$ 28.94 billion in 2024 and is expected to reach US\$ 80.26 billion by 2032, growing with a CAGR of 13.60% during the forecast period 2025-2032.

The market is expected to grow significantly throughout the forecast period due to fast rising demand for cutting-edge consumer electronics and increased acceptance of smartphones in the entertainment and gaming sectors. The growing demand for phablets has had a significant impact on the next-generation smartphone market in numerous countries.

The Global System for Mobile Communications Association (GSMA) predicts that North American smartphone users will number 328 million by 2025. Furthermore, by 2025, the region could see a rise in mobile subscriber penetration (86%) and Internet usage (80%). The GSMA expects that by 2025, Europe will have the maximum internet penetration (82%), as well as smartphone usage (88%). The rise will drive the analyzed market.

Foldable Smartphone Market Trend

Rising technology improvements are a major trend in the global foldable smartphone market. 5G Function is predicted to be an essential feature in allowing original equipment manufacturers (OEMs) to increase their market presence, hence supporting long-term growth. Ericsson predicts that global 5G customers would reach 3.5 billion by 2026. The global demand for function and infrastructure is predicted to increase and planned developments are expected to significantly fuel future market growth for foldable smartphones.

Foldable Smartphone Market Dynamics

Advancements in Flexible OLED Technology

Previously, smartphone designs were limited by the physical constraints of rigid glass panels; however, advances in materials science have permitted the manufacturing of screens that can flex and fold without sustaining damage. The adjustable feature allows for enhanced multimedia experiences and multitasking abilities in a highly portable style. Flexible panels have greatly accelerated innovation due to their thin and lightweight properties, making them suitable for folding designs. Technological developments can cut costs, resulting in more manufacturers launching competing foldable versions across various price ranges.

Xiaomi, a Chinese multinational technology business that specializes in consumer electronics and related software, home appliances, cars and domestic hardware, launched the MIX Fold 2 in August 2022, with a foldable smartphone design. The smartphone runs on the Qualcomm Snapdragon 8+ Gen 1 chipset, which is also used in the Samsung Galaxy Z Fold4 and Z Flip4. The MIX Fold 2 has a striking design, measuring 5.4 mm thick when unfolded and 11.2 mm when folded. Xiaomi created the phone's micro waterdrop hinge, showcasing the company's innovative approach to foldable technology.

High Costs of Product

The increased production costs of foldable smartphones may stymie the growth of the global foldable smartphone market. Foldable smartphones have flexible OLED panels that use complicated technology and materials, making their production more complex and expensive than traditional smartphones.

The manufacturing of flexible OLED panels demands extremely precise machinery and fabrication facilities capable of produce ultra-thin, flaw-free panels, resulting in a significant rise in capital investment. In September 2024, Huawei and Apple's latest smartphones were unveiled in China, showcasing Huawei's highly anticipated US\$ 2,800 tri-foldable phone, priced more than double that of the iPhone 16 Pro Max.

Foldable Smartphone Market Segment Analysis

The global foldable smartphone market is segmented based on function, distribution

channel and region.

Growth of E-commerce Drives Online Segment Growth

Leading foldable phone brands prioritize internet premieres to generate enthusiasm among technology enthusiasts. The ubiquity of online sales channels raises awareness and reviews for foldable smartphones, instilling confidence in mainstream consumers and motivating them to consider adopting these revolutionary products in the future.

E-commerce provides users with an easy platform to compare foldable phone models, features, ratings and price points in detail. This level of research proficiency and transparency appeals to the intellect of early foldable phone consumers. It allows marketers to provide pre-order deals and exclusive launches that encourage purchases through their own websites or affiliate online platforms. Technological advancements will result in a wider range of possibilities in physical retail establishments.

Foldable Smartphone Market Geographical Share

Rising Competitiveness and Smartphone Users in Asia-Pacific

The rapid advances in technology by established companies in Asia-Pacific have a significant impact on the foldable smartphone business. The global market is dominated by a small number of large Asian-Pacific firms and competition has increased as producers seek to gain an early lead in product commercialization over their competitors. It has demonstrated constant expansion due to significant technological resources, segment expenses and hefty initial investments required for new development.

Leading market participants are projected to launch novel products during the forecast period, transforming the smartphone sector in emerging markets. Since 2013, developing countries, like India, have seen their data expenses fall. This has increased the number of smartphone users. The Associated Chambers of Commerce and Industry (ASSOCHAM) predicts that the number of smartphone users in the country rose from around 468 million in 2017 to 859 million in 2022, representing a 12.9% CAGR. The rise in smartphone usage will give foldable smartphone manufacturers an opportunity to innovate and earn market dominance.

Sustainability Analysis

The foldable smartphone market has grown significantly since the introduction of the first foldable cellphone. As these gadgets become more widespread, the sector faces enormous environmental challenges. Increased repair costs, component replacement costs and concerns about the disposal of complex materials raise questions about the long-term environmental impact of foldable telephones. The issues highlight the need for effective solutions to reduce waste and promote the circular economy.

In response to these challenges, the European Union has taken significant steps to improve sustainability in the technology sector, most notably through its right-to-repair legislation. This legislation, framed by the European Green Deal, intends to extend product lifespan and minimize waste by compelling producers to provide repairability, enable access to maintenance information and improve gadget durability.

Foldable Smartphone Market Major Players

The major global players in the market include Samsung Electronics Co., Ltd., Huawei Technologies Co., Ltd., Motorola Mobility LLC, Oppo Mobile Telecommunications Corp., Ltd., Xiaomi Corporation, Honor Device Co., Ltd., OnePlus Technology (Shenzhen) Co., Ltd., Microsoft Corporation, Google LLC and Royale Corporation.

Key Developments

In August 2023, Samsung introduced the Galaxy Z Fold 5 and Galaxy Z Flip 5, with the Z Fold 5 starting at INR 1,54,999 and with various RAM and storage options. It aims to strengthen Samsung's market position in the foldable industry, particularly as competition from Chinese competitors like Xiaomi, Honor and Huawei heats up.

In November 2022, Huawei debuted the Pocket S, a cheap flip-style foldable smartphone, in China. The phone costs less than earlier foldable models, ranging from CNY 5,988 to CNY 7,488 (US\$ 819 to US\$ 1,025). The device has a 6.9-inch OLED display; its dimensions are 87.3 x 75.5 x 15.2 mm when folded and 170 x 75.5 x 7.2 mm when unfolded.

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