

Digital Trends Quarterly - UK - January 2020

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“The nascent foldable phone segment remains the most interesting one, but is a device category that is still a long way away from seeing mainstream adoption.”

– **Matt King, Category Director, Technology and Media Research**

This report looks at the following areas:

The majority of competition is still focused around core features like battery, screen and camera quality, and manufacturers are continuing to invest heavily in these areas, particularly in mid-range devices.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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