

Sufyaan's Website

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Why Smartphone Upgrades are Obsolete

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Smartphone manufacturers are spending more than ever before on marketing, but consumers are upgrading less. What could be the factor behind this widening gap?

Individuals are upgrading their devices less after the pandemic, and the numbers keep getting worse for companies. Advertisements and incentives to upgrade are still widespread, but their effectiveness is taking a hit. Nothing seems to be reducing this disparity, which is unnerving for almost everyone. **Why exactly is this happening now?**

To fully answer that question, we have to analyze the market. To put it simply, **there have been no groundbreaking innovations in the smartphone sphere for a while.** Gone are the days where each smartphone event would make you jump in excitement because of features that were unheard of. The current state of the market consists of oligopolies re-branding each other's features. Care is directed towards *bringing in fans*, rather than innovating.

Think of the last smartphone announcement event you saw which genuinely had you impressed. For the majority, this takes a bit of thinking. For everyone, the event was a few years ago. The most recent events which shocked the populace are the following events:

1. [Samsung Galaxy S20 Ultra 100X Zoom](#)
2. [Nothing Phone \(1\)](#)
3. [Pixel 6 Pro](#)

If companies refuse to innovate, they lose customers. If they refuse to acknowledge this, it is their fault for losing money.