

# iPhone 15: Lack of smartphone competition results in lackluster innovation

Article

**The news:** The latest **Apple iPhone 15** rumors indicate greater differentiation between regular and Pro models, plus a price hike. But new features will be limited, pointing to

innovation saturation in the smartphone space.

**Key changes in the iPhone line:** Apple will likely maintain a four-product iPhone line, with regular and Max versions for both the iPhone 15 and iPhone 15 Pro, per [Bloomberg](#).

- **USB-C:** Adopting the universal charging-port standard for consumer electronics makes Apple's switch from the **Lightning** connector the biggest design and functionality update for iPhone 15.
- **Thinner bezels:** The new iPhones will differentiate themselves with thinner bezels, allowing for incrementally more screen real estate thanks to new display technology.
- **Dynamic Island:** Base model iPhone 15s will leave the display notch behind and will adopt the **Dynamic Island**, similar to the Pro models.
- **Action button:** This year's iPhones might incorporate a programmable button similar to what Apple has been offering in the **Apple Watch**.
- **Titanium frame:** The iPhone Pro models will have Titanium frames instead of the current stainless steel frames, while non-pro iPhones will come with aluminum frames.
- **More expensive Pros:** More premium materials are likely to pump up pricing, especially for the Pro line, which is expected to get up to a \$200 price increase for the Pro Max models.

**Trendspotting:** Dominant smartphone companies like [Samsung](#) and Apple are offering minor design and performance improvements that could entice customers updating to new devices.

However, it also denotes an industry-wide plateau in terms of design and innovation—an indication that we've reached peak smartphone.

**The problem:** With the [5G transition nearly complete](#), consumers have fewer reasons to consider expensive new smartphones. Lack of competition has also slowed innovation, which could result in customers holding on to their devices for a year or two more.

**The benefit:** As smartphone innovation stalls, we will continue to see premium features trickle down to mid-range smartphone models, further blurring the line between basic and premium devices.