

Samsung's product roadmap leaked one month before Unpacked event

Article

The news: Noted Twitter smartphone leaker Evan Blass spoiled **Samsung's Unpacked event** by revealing upcoming products, [per](#) The Verge. The leak also provides a glimpse into

Samsung's mobile and wearables product roadmap and strategy for 2021.

Why it matters: Samsung is the leading smartphone manufacturer in the world and its market moves are closely watched and emulated by competitors. Blass' leak reveals Samsung is continuing to pursue the **unpopular foldable smartphone market** with updated **Galaxy Z Fold** and **Galaxy Z Flip** products. The leak also reveals the first **Android-powered smartwatches** created in tandem with **Google** and **Fitbit**, and new **noise-canceling earbuds**. Samsung is trying to expand into new product segments that it can dominate as the smartphone market continues to **plateau**.

While Samsung's often been **accused** of copying Apple, it does innovate in specific areas like screen technology and new form factors. The leak shows that Samsung is continuing to bet on foldables and wearables as it looks to develop areas where it can better differentiate itself from competitors.

The takeaway: A leak of this magnitude a month before the Unpacked event could trigger countermoves from **competitors** who now have a better grasp of **Samsung's product roadmap** for new handsets and wearables.

- Samsung's persistence in foldables could pay off, especially if the company can manage to **bring down pricing** and **improve build-quality**. Interest in this segment has been lukewarm mostly due to the delicate build of the devices, as well as their high price and general lack of purpose.
- While foldable phones presently make up **a tiny fraction** of the global smartphone market, foldable shipments are expected to **surge** from 0.5 million in 2019 to **18.3 million in 2022**—and Samsung is the leading manufacturer in the mix.
- Samsung is also the world's third-largest smartwatch maker behind **Apple** and **Huawei**, **per** Counterpoint Research. The release of new models with Google and Fitbit's involvement could help it gain market share.

Samsung likely has other products it can announce on August 11, and the leak did not reveal features, specs, or pricing. These details are important focal points for these new devices, especially in the smartphone camera department, an area in which Samsung has excelled in the past.

Top 5 Smartphone Brands by Region and Worldwide, Ranked by Shipment Share, 2020

% of total

Asia		Europe		Latin America	
1. Huawei	19%	1. Samsung	32%	1. Samsung	41%
2. Vivo	15%	2. Apple	22%	2. Motorola	18%
3. Xiaomi	14%	3. Xiaomi	14%	3. Huawei	8%
4. Oppo	14%	4. Huawei	13%	4. Xiaomi	6%
5. Samsung	11%	5. Oppo	3%	5. LG	4%
Middle East & Africa		North America		Worldwide	
1. Samsung	21%	1. Apple	50%	1. Samsung	19%
2. Huawei	12%	2. Samsung	25%	2. Apple	15%
3. Tecno	9%	3. LG	10%	3. Huawei	14%
4. Itel	6%	4. Motorola	5%	4. Xiaomi	11%
5. Xiaomi	6%	5. Alcatel	4%	5. Oppo	8%

*Note: Huawei includes Honor
Source: Counterpoint Technology Market Research as cited in company blog, March 31, 2021*

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