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Apple's first foldable, the iPhone Duo, goes on sale at around \$2,200

Apple has entered the foldable market, which Samsung and Huawei have led for years. It is also the first big test for new CEO John Ternus.

By **Manasee Kurlekar** | October 23, 2026



Apple is late to foldables, but it's *set to make the most money from them*. For the price of Apple's top foldable, you could buy a car in India!

TrendForce expects about 5 million iPhone Duos to ship this year, a 24.8% share that puts Apple level with Huawei and behind Samsung's 7.1 million.

Volume isn't the point, though. IDC expects Apple to take 44% of foldable market value on 31% of units this year, and to lead the category in both by 2027.

The pricing explains the gap: a 256GB Duo costs about \$2,232 in Hong Kong, and a 512GB model costs about \$2,734 in Sydney.

By rough chit calculations, 5 million units at around \$2,200 may bring in roughly \$11 billion in revenue!

Meanwhile, Android foldables are forecast to fall more than 20% as component costs bite. Huawei still rules China, with about 60% of its foldable market. Apple's target is everywhere else.

Read online: <https://worldbusinesswatch.com/news/13/305/apples-first-foldable-the-iphone-duo-goes-on-sale-at-around-2200.html>

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