

iPhone X Sales Forecast Cut

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Just in time for Christmas, analysts have hacked the forecast for iPhone X sales as the demand has been lukewarm at best. It appears that people aren't interested in over-priced phones that don't offer any new features other than software updates which animate emojis. The fact is, Apple has found the price point where people aren't willing to get the latest and the greatest technology. We knew there was a ceiling on what you could charge, but no one ever found out what it was - until now. Poor Apple. Maybe they should offer better quality at the very least.

Apple has been counting on a redesigned 10th anniversary iPhone to boost shipments as its market value advances toward \$1 trillion. The Cupertino, California-based company is facing new challenges from Samsung Electronics Co., which is quickly recovering from the Galaxy Note 7's recall after fires. In the meantime, Chinese brands such as Huawei, Oppo and Xiaomi are also luring away potential customers in China and other emerging markets such as India.

Source: [Bloomberg](#)