

Will the iPhone X really push customers to an iPhone upgrade, bringing about the so-called "supercycle"? KGI Securities analyst Ming-Chi Kuo says this might happen, but only from next year.



"Supercycle" is a term analysts came up with earlier this year. It refers to a sudden increase in sales driven by a combination of eradication of carrier subsidies and other market factors.

According to an analyst note obtained by MacRumors, a couple of factors are holding the iPhone X from truly becoming a sales blockbuster. The first is the TrueDepth camera, which reportedly faces production issues. Kuo says this production bottleneck will eventually be "significantly addressed," later during 2018.

In addition, customers might wait for the 2018 iPhone, which might feature many of the appealing features found in the iPhone X at a more competitive price point. As such, Kuo predicts 2017 iPhone shipments will total 210-220 million units, a total forecast to grow to 245-225m in 2018.

As for the iPhone X, the aforementioned production issues are expected to be solved by Q4 2017, leading to shipments "pick[ing] up strongly" during H1 2018.

Go Ming-Chi Kuo Says iPhone X Supercycle Won't Really Happen Until 2018 (MacRumors)

<https://www.macrumors.com/2017/10/06/kuo-iphone-x-supercycle-2018/>