# Apple plans mostly glass, curved iPhone for 2027 with foldable model expected in 2026



Apple's iPhone line has long been characterised by its familiar design, even as specifications are updated annually. However, recent insights suggest that a significant departure is on the horizon. Tipster Mark Gurman, known for his accurate predictions about the tech giant, reports that Apple is developing a “mostly glass, curved iPhone,” anticipated to launch in 2027 to commemorate the 20th anniversary of the original iPhone, which was unveiled by Steve Jobs on June 29, 2007.

This upcoming device is designed to eschew traditional cutouts seen in current models, such as notches for front-facing cameras. Instead, Gurman indicates that this new form factor will offer a seamless, uninterrupted display. He remarked in his Power On newsletter that this innovation aligns with a broader strategy to rejuvenate Apple’s offerings, particularly as the company confronts a decline in iPhone sales attributed to a lack of “groundbreaking change.”

As part of this product renaissance, Apple is also expected to introduce its first foldable iPhone, which could arrive in late 2026. In contrast to other manufacturers like Samsung and Huawei, Apple has yet to release a foldable model, a move that many analysts believe could revitalise a market currently experiencing stagnation. Display analyst Ross Young estimates that Apple’s entry into the foldable market could coincidentally lead to record sales, particularly given that foldable devices have only captured about 1.5% of the smartphone market as of now but are projected to grow substantially over the coming years.

The design of the foldable iPhone may include a 7.8-inch inner display, differentiating it from the clamshell designs of competitors and potentially establishing a new standard. Similar reports note that the device has entered the New Product Introduction (NPI) phase with Foxconn, indicating serious progress towards its eventual release.

Moreover, Gurman has hinted at additional innovations slated for the same timeline, including a pair of smart glasses that would function similarly to Meta's Ray-Ban Stories, further showcasing Apple’s ambitions to expand its ecosystem with innovative approaches to technology integration.

The concept of an all-glass smartphone is not entirely novel for Apple. The company has been exploring the idea for several years, with patents for devices featuring a continuous display—a "single slab of glass"—having been filed in the past. This vision echoes sentiments from Jony Ive, the former Chief Design Officer, who has long championed the aesthetics of glass in product design, having notably crafted the iconic iMac G3 and Apple's headquarters in Cupertino.

If successful, these upcoming innovations could change the trajectory of Apple's mobile device strategy and evoke a resurgence of interest from consumers. The anticipated all-glass iPhone, alongside a foldable model, symbolize not just a response to declining sales but a potential redefining of the smartphone paradigm just in time for the original iPhone's 20th anniversary.

As Apple prepares to navigate this pivotal period, the next few years are set to be not just celebratory but transformational, as the company seeks to reclaim its reputation as a leader in innovative consumer technology.

**Reference Map**1. Article summarising the anticipated features of a new iPhone model.
2. Insights on the expected release timeline for a foldable iPhone and its market implications.
3. Context about the foldable smartphone market and Apple’s position within it.
4. Reports on the design and specifications of the foldable iPhone.
5. Background on Jony Ive's influence on Apple's design philosophy related to glass technology.
6. Discussion on overall Apple product strategy and expected releases.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/sciencetech/article-14719177/Apple-working-bizarre-curved-iPhone.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.macrumors.com/2024/12/02/apple-2026-foldable-iphone/> - MacRumors reports that Apple's first foldable iPhone is expected to debut in the second half of 2026. Display analyst Ross Young suggests that Apple's entry into the foldable market could lead to significant growth, potentially resulting in a record year for foldables. The device may feature a 7.9 to 8.3-inch display and a clamshell design similar to Samsung's Galaxy Z Flip. Prices are anticipated to range between $2,000 and $2,500. This development could reinvigorate the currently stalling foldable smartphone market.
3. <https://www.macrumors.com/2024/06/03/foldable-iphone-unlikely-before-2027/> - MacRumors reports that Apple is unlikely to release a foldable iPhone before 2027, according to Taiwanese research firm TrendForce. The report highlights that foldable phones currently represent a mere 1.5% of the smartphone market, with projections suggesting an increase to 4.8% by 2028. Apple is still evaluating component specifications and performance, with strict requirements for crease and reliability. Despite the delayed entry, analysts believe that Apple's foldable iPhone could significantly shift market dynamics upon release.
4. <https://www.macrumors.com/2025/03/18/foldable-iphone-rumors-sounding-serious/> - MacRumors reports that recent reports indicate Apple's first foldable iPhone will feature a 7.8-inch inner display when unfolded and a 5.5-inch outer display. The device is expected to open like a book, differing from Samsung's Galaxy Z Flip's clamshell design. The foldable iPhone has reportedly entered the New Product Introduction (NPI) stage at manufacturer Foxconn, suggesting that Apple is moving forward with plans to release the device. This development indicates that Apple's foldable iPhone is becoming a more serious consideration.
5. <https://www.macrumors.com/2025/03/18/foldable-iphone-rumors-sounding-serious/> - MacRumors reports that recent reports indicate Apple's first foldable iPhone will feature a 7.8-inch inner display when unfolded and a 5.5-inch outer display. The device is expected to open like a book, differing from Samsung's Galaxy Z Flip's clamshell design. The foldable iPhone has reportedly entered the New Product Introduction (NPI) stage at manufacturer Foxconn, suggesting that Apple is moving forward with plans to release the device. This development indicates that Apple's foldable iPhone is becoming a more serious consideration.
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