RIP to the Google Pixel 3a, which is officially discontinued

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- The Pixel 3A XL.
  Ron Amadeo
- The back is plastic, with hard, shiny plastic up top and soft-touch plastic below.
  Ron Amadeo
- A headphone jack!
  Ron Amadeo
- A speaker and a USB-C port on the bottom.
  Ron Amadeo
- The pre-installed app list is very small.
  Ron Amadeo
- After the black and white colors is “Purple-ish,” which looks just like this in real life. It’s basically a different temperature of “white.”

Google is no longer selling cheap phones. At least, that’s the temporary situation the company is in now, thanks to the (probably planned) discontinuation of the Pixel 3a and the (definitely unplanned) delays of its successor, the Pixel 4a. 9to5Google first noticed that the phone was pulled from the Google Store yesterday, and Google confirmed to several

outlets that the phone is officially no longer for sale.

Google was supposed to have a replacement by now. Google's new cheap phone, the Pixel 4a, was expected to be announced at Google I/O 2020, the same show that launched the Pixel 3a. That would have happened in May, and while the coronavirus pandemic put a stop to Google I/O and every other public gathering, that still doesn't quite explain why it's July now and the Pixel 4a is still missing in action. It's possible that Google is having COVID-related supply issues, but other manufacturers like HTC, Motorola, and Huawei have had launches lately.

The Pixel 3a launched in May 2019 and was a real crowd-pleaser. After killing the Nexus line and only selling expensive Pixel phones for years, Google returned to the budget market with the $400 device. The cheaper phone had the same great camera as the more expensive Pixel 3, and the same great Google-Android build with a three-year update plan. There were only small budget concessions like a slightly slower SoC and a plastic body, but neither of those were a major downside. Google's cheap phone was maybe a little too good (or maybe the expensive phones were not good enough): there wasn't much reason to pick a more expensive Pixel 3 or 4 over a Pixel 3a.

From what we've seen of the Pixel 4a, the phone looks like it will be one of the best options for a budget Android phone. In the wider market, the Pixel 4a will face harsher competition than ever in the form of Apple's iPhone SE. The Pixel 4a won't stand a chance when it comes to performance: Apple's $400 phone is faster than even the most expensive Android phones. The Pixel 4a will need to rely on a bigger screen and more modern design. In the Android market, it will also have to do battle with OnePlus' upcoming mid-range device, the oddly named "OnePlus Nord," which is expected to launch sometime this month.

While the phone is no longer for sale, the Pixel 3a will still, of course, get software updates. The end-of-life for software support is scheduled for May 2022.

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