

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but de...

KPI

Brand	Discou..	Mrp	Sale Pr..	Sales d..	Sta

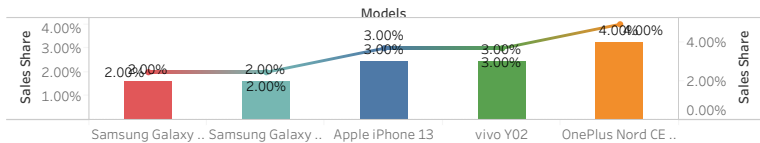
model specification

APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE	A Bionic	12MP	12MP +	Blac
IPHONE ..	Chip wit..		12MP	Blue
APPLE	A Bionic	12MP	12MP +	Blac
IPHONE ..	Chip wit..		12MP	Blue
APPLE I..	A Bionic..	12MP	12MP + ..	Blue
APPLE I..	A Bionic..	12MP	12MP + ..	Blue
APPLE I..	A Bionic..	12MP	12MP + ..	Blue

Global Market Share



Country wise best selling smartphone



KPI_2

Revenu e Gen..	Units sold (..	Active Users ..
205	232	1,334

Apple continues to strengthen its standing in the smartphone market. The...

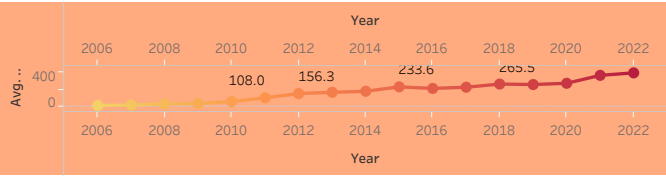
More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's to...

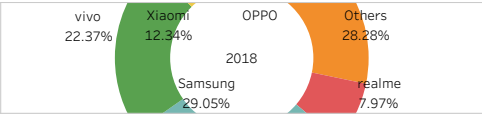
Brand Price Comparison



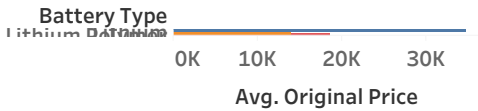
Annual Revenue



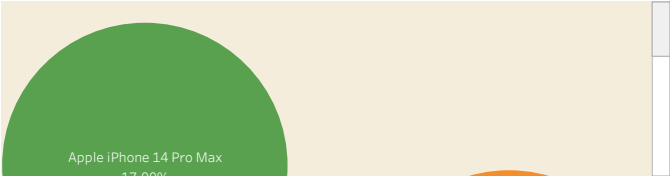
Quarterly-Share



Battery Type Distribution



model-share



More than 1 billion consumers currently use iPhones. Since its initial launch, mor...

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

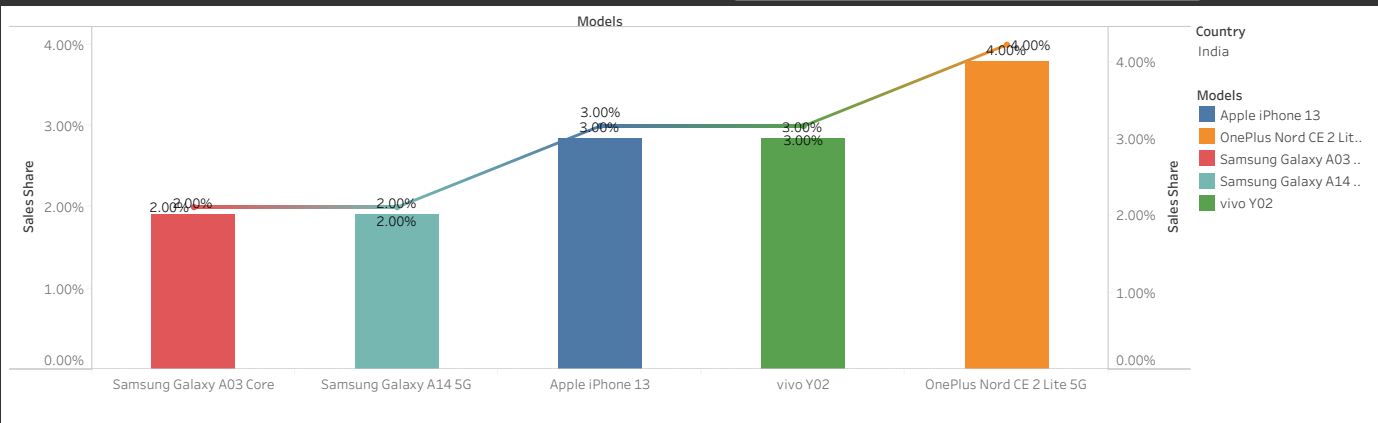
Comparative analysis amongst various other leading brands in the smartphone industry ...



iPhone sales generated \$205 billion revenue for Apple in 2022, more than MI..

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph.

Although the iPhone isn't far behind in the competition. It is yet to scale-up it's market..



Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global m..

Although the iPhone isn't far behind in the competition. It is yet to scale-up its marketing strategies and policy formulation for Indian audience.

