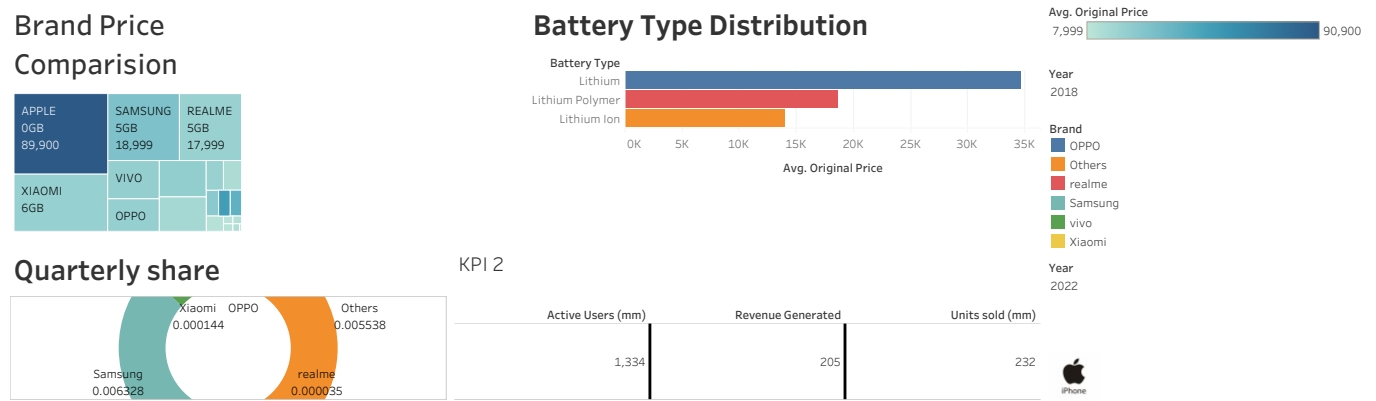


Story 1

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

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.

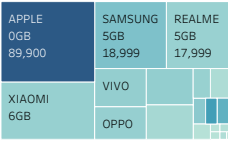


Story 1

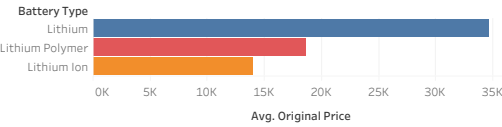
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Brand Price Comparison



Battery Type Distribution



Year: 2018

- Brand: OPPO, Others, realme, Samsung, vivo, Xiaomi

Year: 2022

Quarterly share



KPI 2

