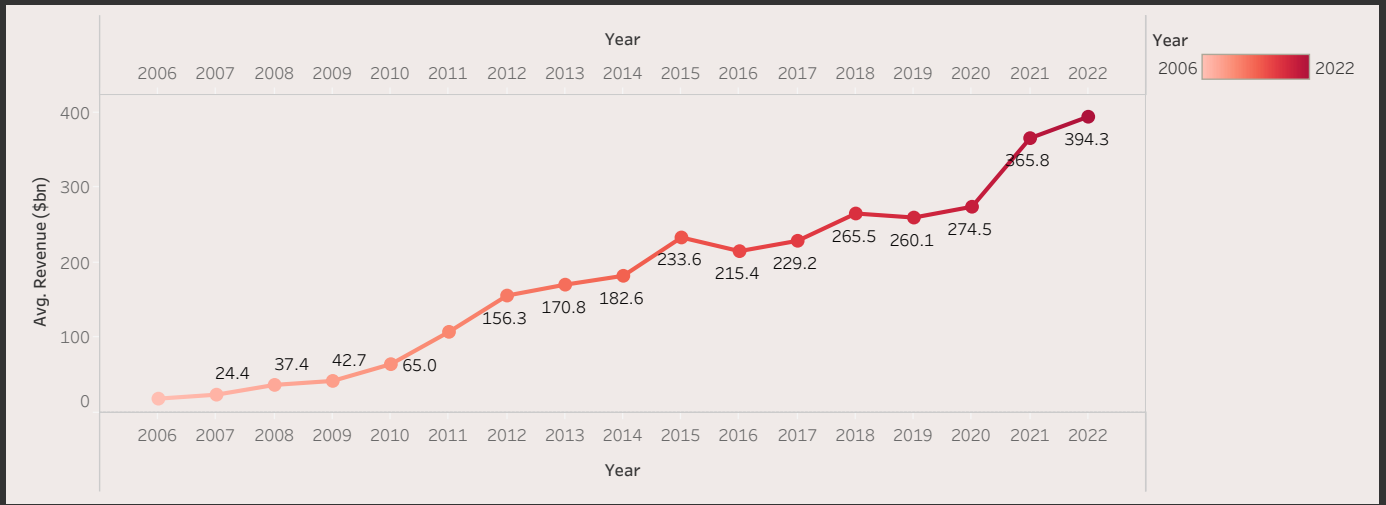


Iphone sales generated \$205 billion revenue for Apple in 2022, more than Microsofts total revenue. It sold 232 million iphone units that year.

comparative analysis amongst various other reading brands in the smart phone industry shows. Iphone is yet to make it's impact in India

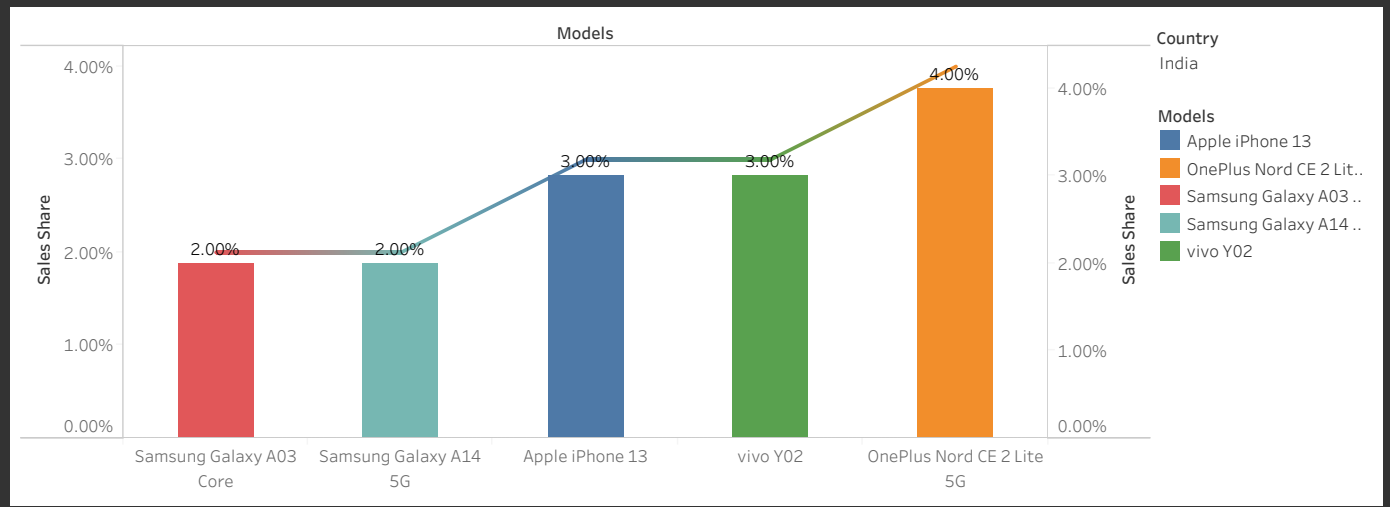
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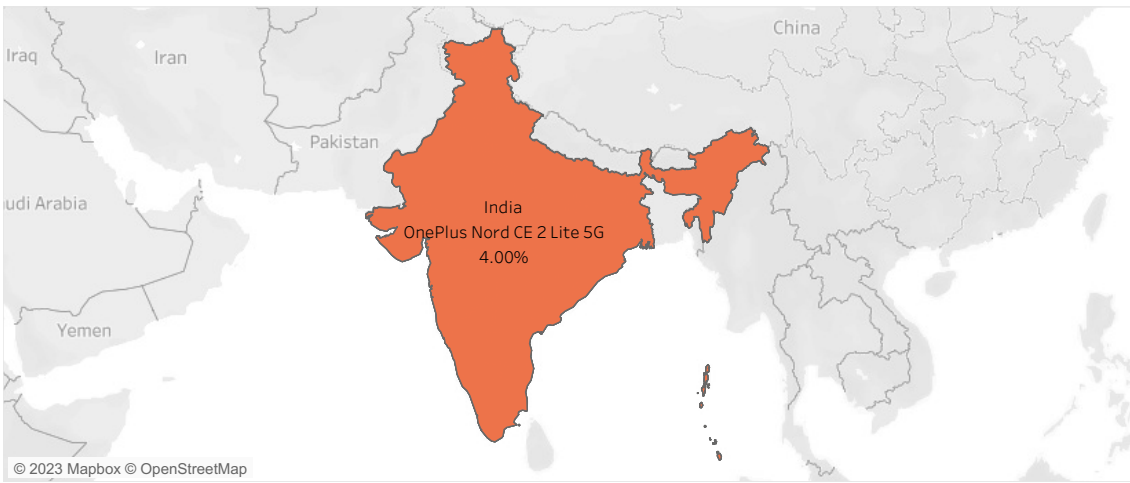
Although the Iphone isn't far behind in the competition, it is yet to scaleup its marketing..



comparative analysis amongst various other reading brands in the smart phone i..

Although the Iphone isn't far behind in the competition, it is yet to scaleup its marketing strategies and policy formulations for Indian audience.

Apple continues to strengthen it's standing in the smart phone market. The brand has risen ..



Although the Iphone isn't far behind in the competition, it is yet to scaleup its market..

Apple continues to strengthen it's standing in the smart phone market. The brand has risen to a position of particular dominance in the US.

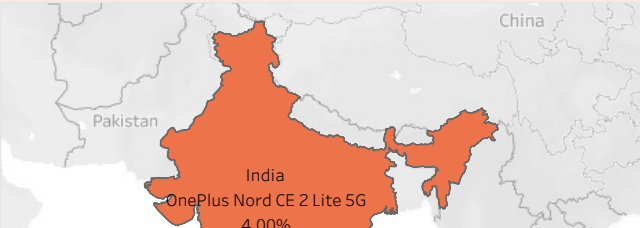
More than 1billion consumers use Iphones. since it's initial launch , more than 1.9 billion I..

Year
2018

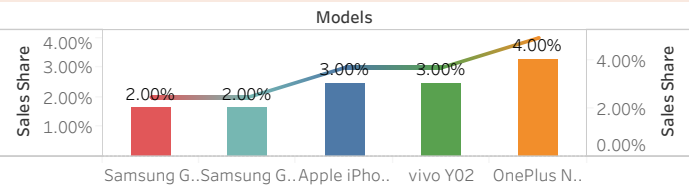
Brand
OPPO

Country
India

Global Market Share



Country wise best selling smartphone



Quartely-Share

Although the Iphone..	Apple continues to strengthen it's standing in the smart phone market. The brand has risen to a position of particular dominance in the US.	..	More than 1billion consumers use Iphones. since it's initial launch , more than 1.9 billion Iphone have been sold.	..
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Brand

APPLE

Year

2022

Colour

Multiple values

KPI

Brand	Mrp	Sale Price	Number Of Revi..	Star Rating	Discoun t Perce..
Apple	49,900	49,900	356	5	0

Revenue Generated

Units sold (mm)

Active Users (mm)

model wise share

Model	Share (%)
Apple iPhone 14 Pro Max	17.00%
Apple iPhone 14	17.00%
Apple iPhone 13	-
Apple iPhone 14 Pro	-