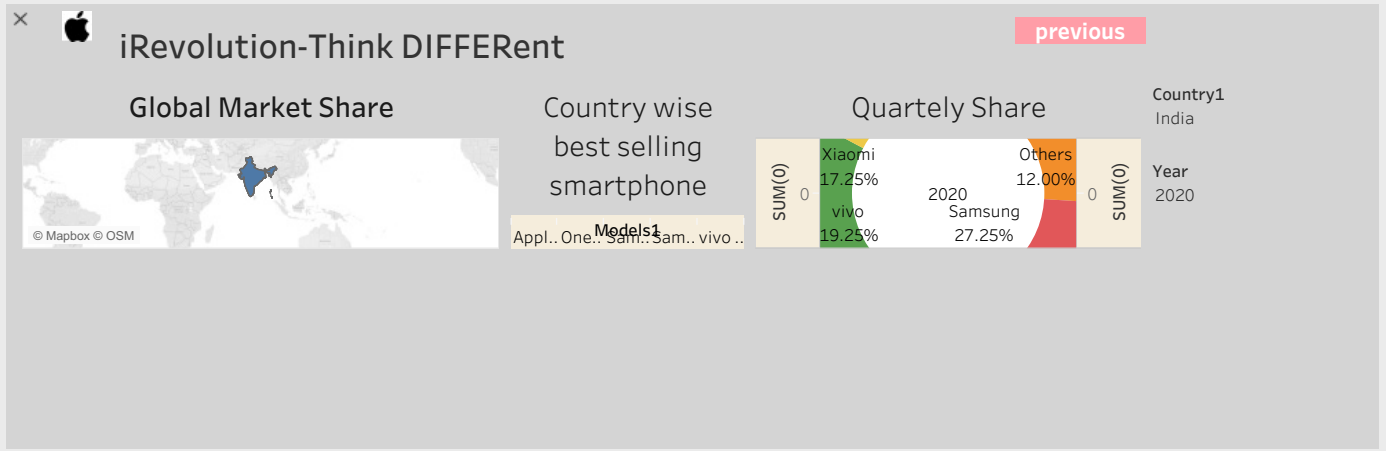


Story 1

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 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 \$285 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.



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iRevolution

KPI

Brand	Discoun..	Mrp	Star Rat..	Sale Pri..
Apple	<u>0</u>	<u>77,000</u>	<u>5</u>	<u>77,000</u>

Model wise Share



Annual Revenue (2006-2022)

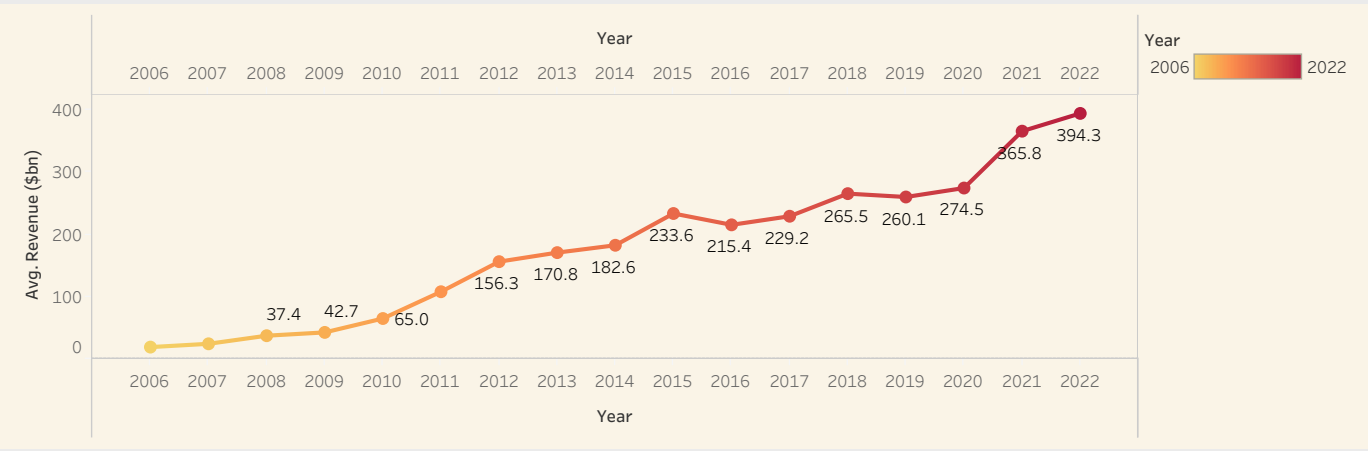
	Year									
	2006	2008	2010	2012	2014	2016	2018	2020	2022	
	Year									

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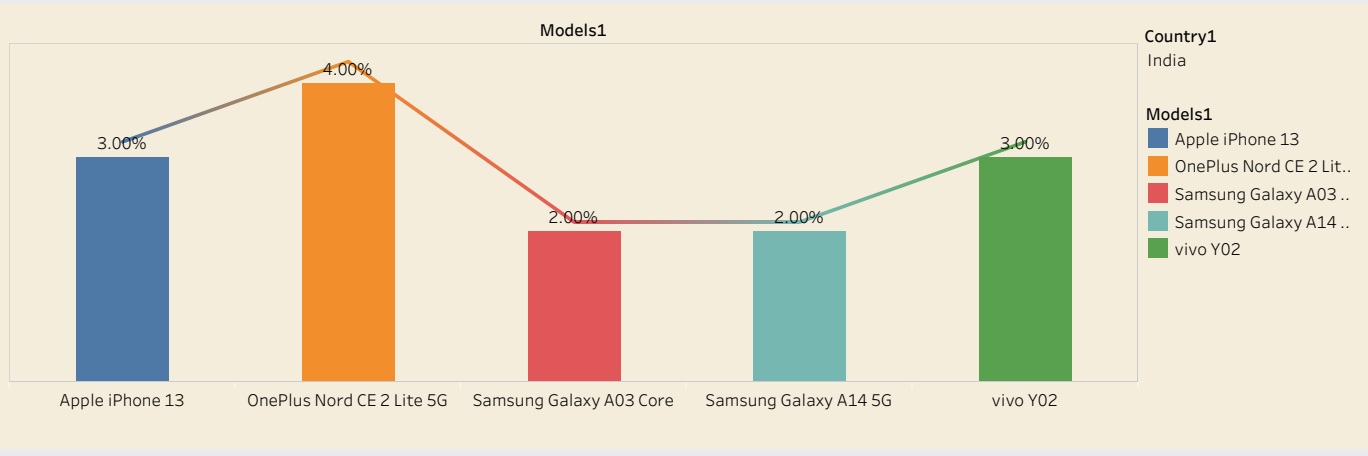


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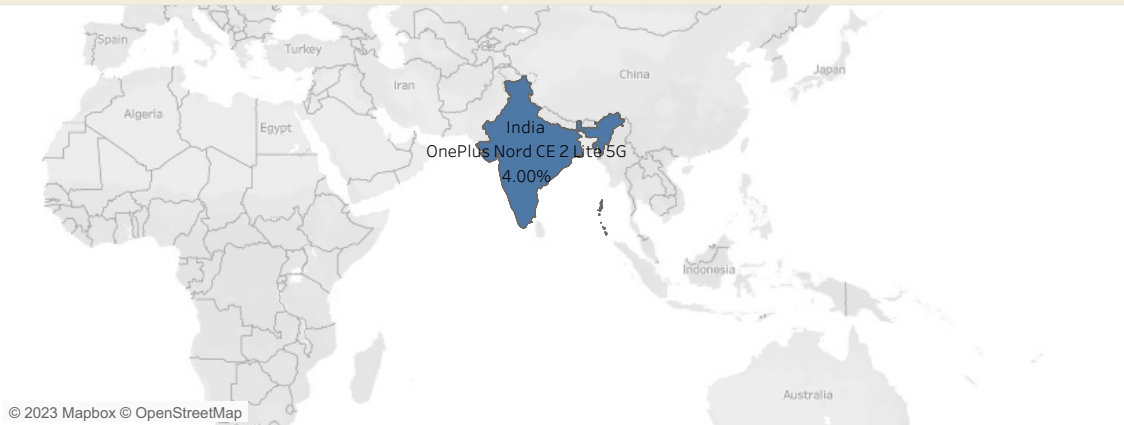


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Country1
India

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India