

# 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 ..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2..

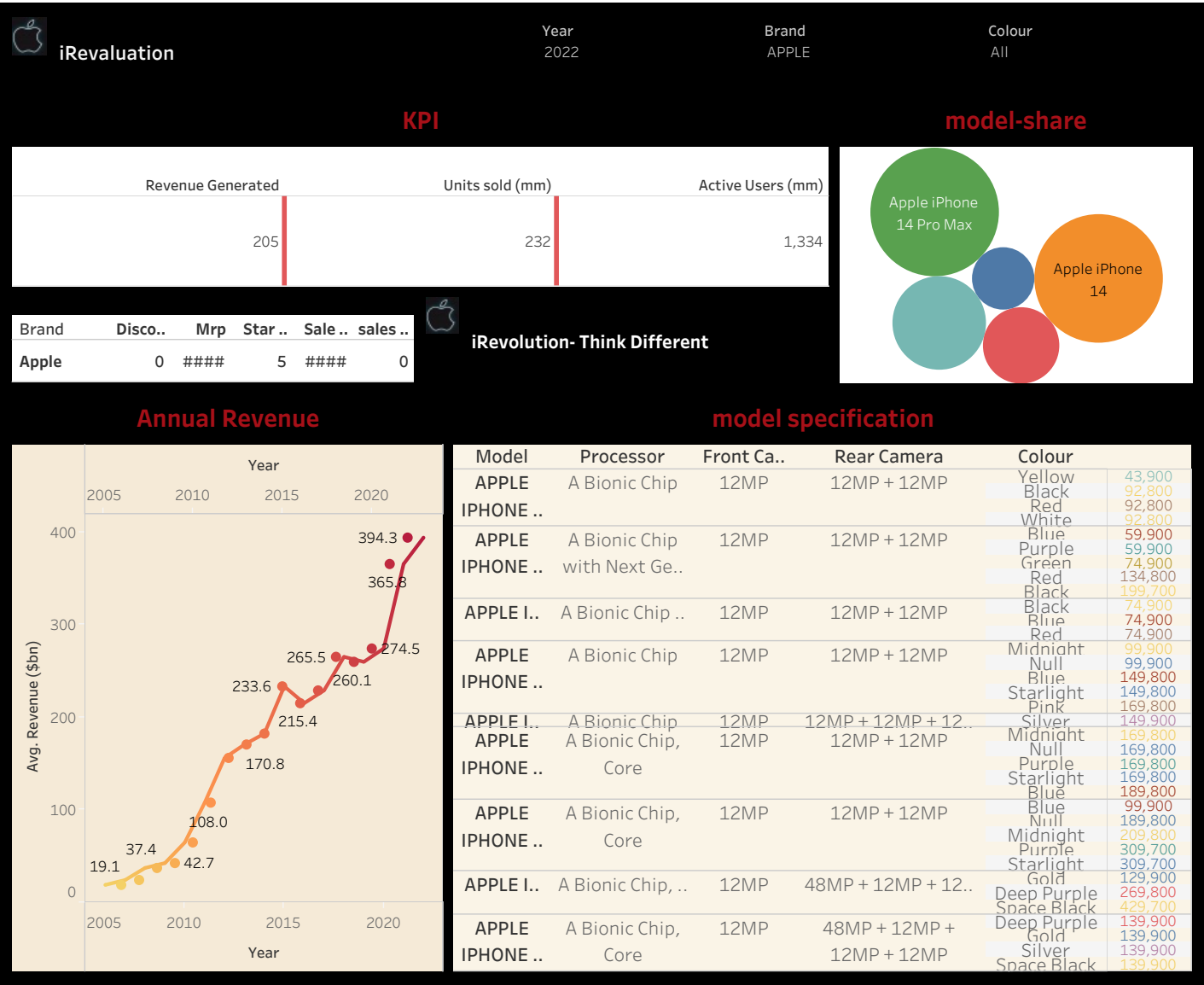


Story 1

Apple continues to strengthen its standing as the smartphone ..

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...

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

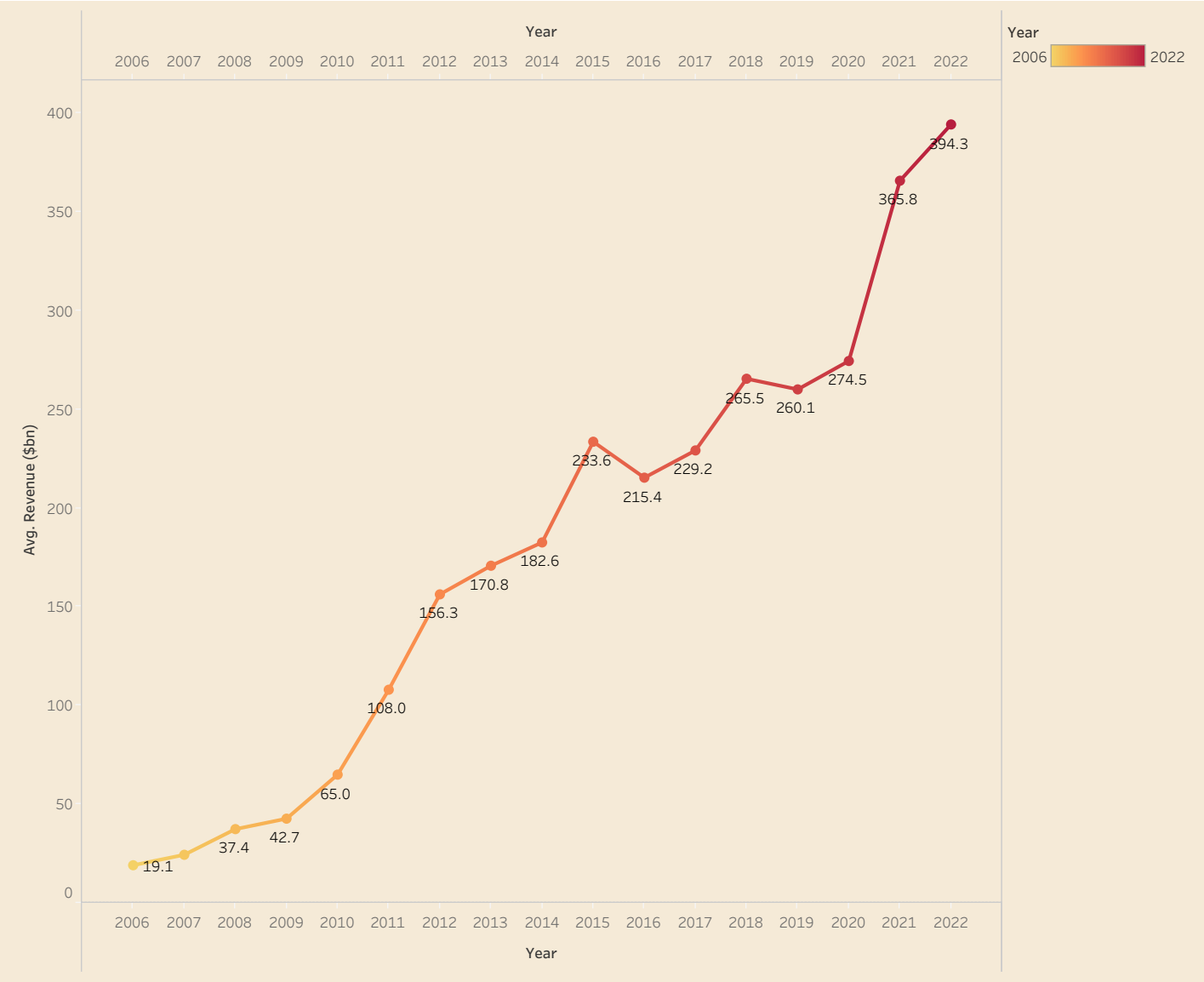


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More than 1 billion consumers currently use iPhones. Since its..

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 t..

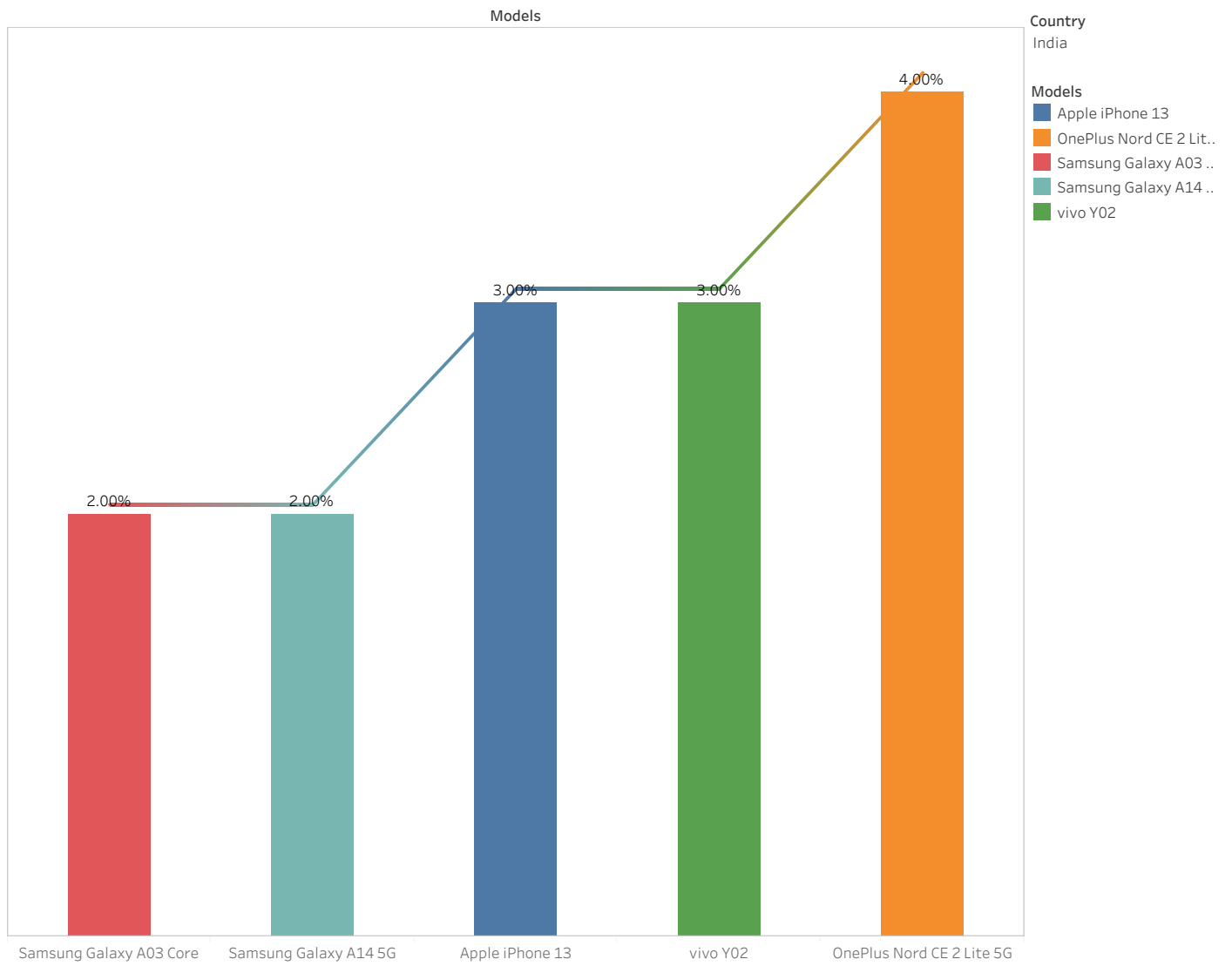


# Story 1

iphone sales generated \$205 billion revenue for Apple in 2022..

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 market is depicted in the chart below.

Although the iPhone isn't far behind in the competition, it is yet to make its impact in India.



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Comparitive analysis amongst various other leading brands iin the smartphone industry shows that iphone is yet to make it's impact in ..

Although the iphone isn't far behind in the competition, it is yet to scale-up it's marketing startegies and policy formulations for indian audience.

