

Apple - Q2 2025 Financial Report

Metric	Value
Revenue	\$23,134,992.00
Growth Rate	15.9%
Profit Margin	7.1%

****Apple Inc. - Q2 2025 Financial Report**** ****Executive Summary**** Apple Inc. (AAPL) reports solid Q2 2025 financial results, demonstrating resilience in a dynamic global market. Revenue reached \$98.7 billion, a 3% increase year-over-year. Net income was \$24.1 billion, with diluted earnings per share of \$1.53. While growth faced headwinds due to macroeconomic factors, strong performance in Services and continued demand for premium products fueled overall results. ****Revenue Performance**** iPhone revenue remained the largest contributor, generating \$51.3 billion, a modest 1% increase reflecting mature smartphone market dynamics. Services continued its upward trajectory, reaching \$23.8 billion, a 14% increase driven by App Store, Apple Music, iCloud, and Apple Pay adoption. Mac revenue was \$9.6 billion, down 5% year-over-year, reflecting the broader PC market slowdown. iPad generated \$7.6 billion in revenue, a slight decrease of 2%. Wearables, Home, and Accessories reached \$6.4 billion, showing stable performance despite increased competition. Geographically, the Americas remained the largest market, contributing \$42.1 billion, followed by Europe at \$24.3 billion. Greater China revenue was \$17.8 billion, demonstrating continued strategic importance. ****Key Business Highlights**** Apple continued its investment in research and development, particularly in augmented reality (AR) and artificial intelligence (AI). The company launched its new Vision Pro spatial computer to select markets, generating strong initial demand despite its premium price point. App Store introduced enhanced privacy features and content discovery, and Apple Music expanded its lossless audio catalog. Apple Pay adoption continued to grow, with expanded partnerships with major retailers. ****Market Conditions & Competitive Landscape**** The consumer electronics and software sector faces increased competition from global players, particularly in the mid-range smartphone segment. Macroeconomic factors, including inflation and currency fluctuations, continue to impact consumer spending. Supply chain challenges persisted, although at a lesser extent than prior years. ****Forward-Looking Statements & Guidance**** Looking ahead to Q3 2025, we expect revenue between \$89 billion and \$92 billion. We anticipate continued growth in Services and a positive impact from the expanding ecosystem. We remain committed to investing in innovation and delivering exceptional products and services that enrich people's lives. Guidance is subject to prevailing market conditions and geopolitical uncertainties.