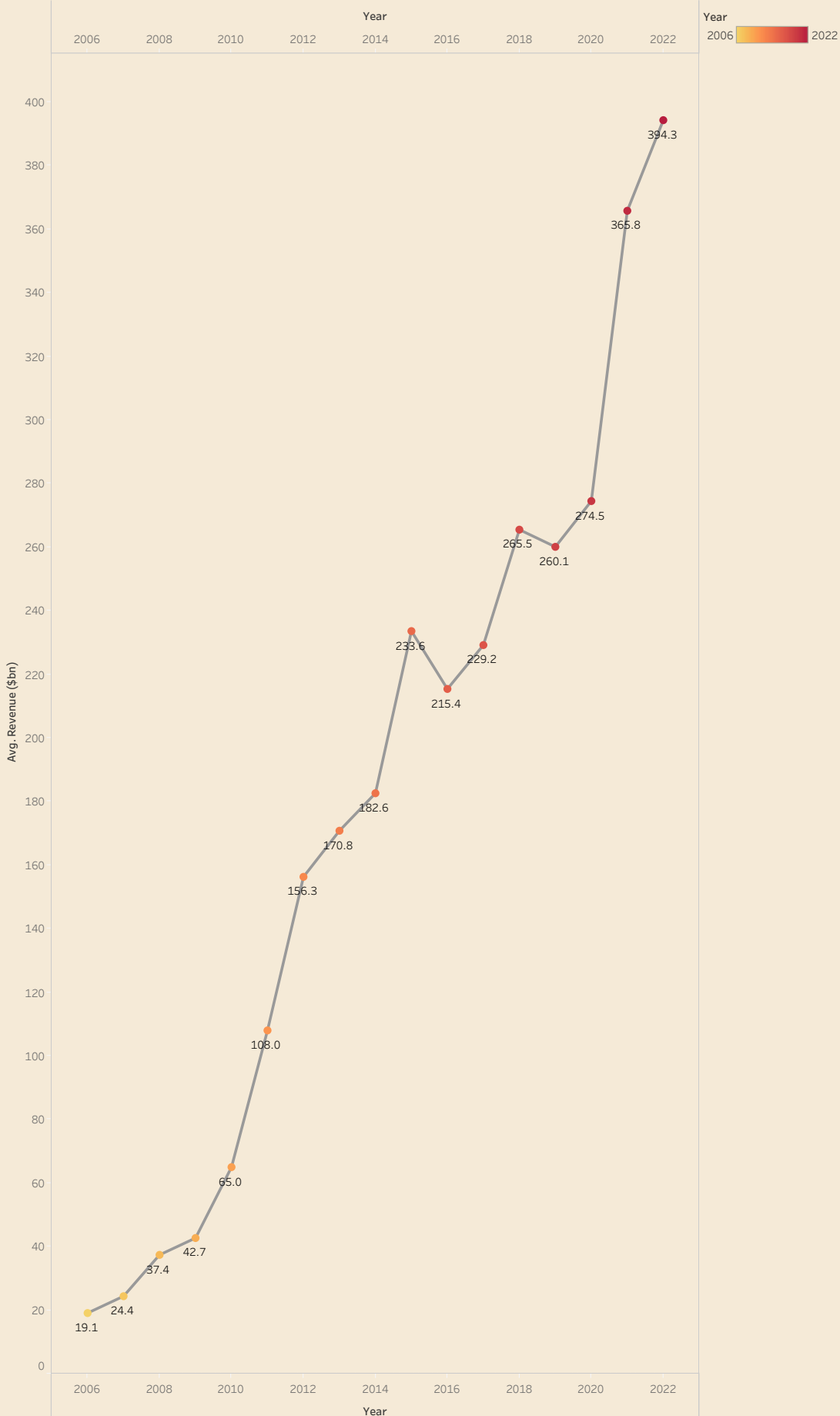


Since its initiation in 2006 it has seen the tremendous increase in sales and revenue generation over the years, though a slight bump is being observed in 2016 but ever since it has increased to \$394.3bn in 2022.

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.

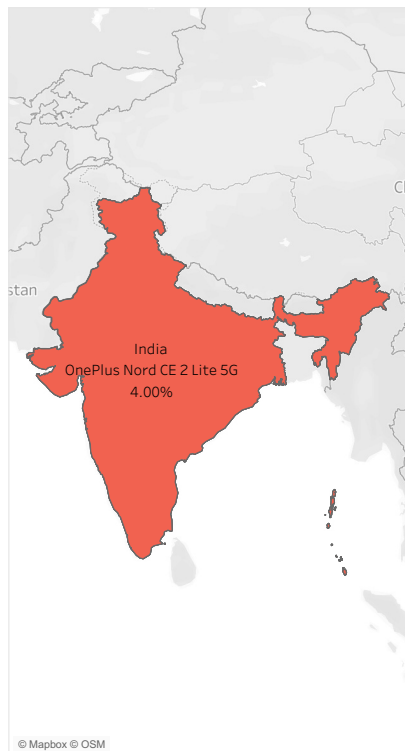


Since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over...

apple continues to strengthen its standing in the smart phone market the brand has risen to a position of a particular dominance in the US.
6 of the top 10 most sold smartphone models in january 2021 were designed by apple

more than one billion consumers currently use iPhones.
since its initial launch ,more than 1...

Global Market Share

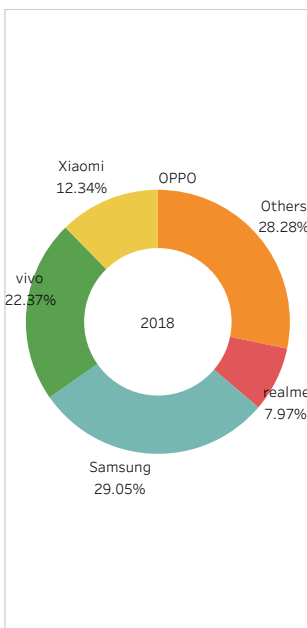


Country
India

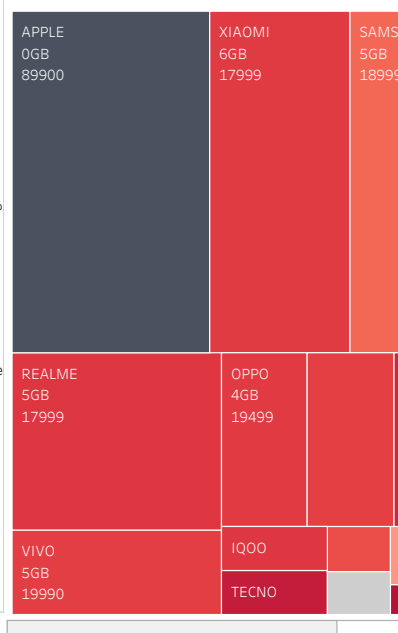
Year
2018

Brand
OPPO

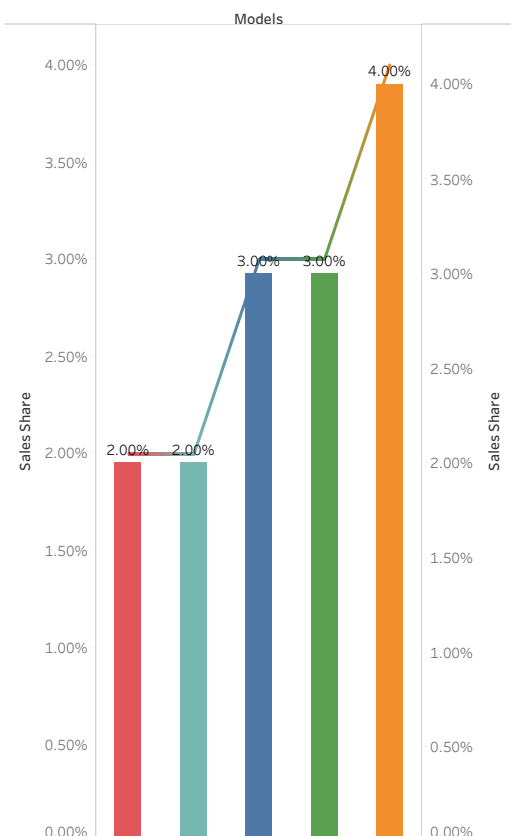
Quarterly -Share



Brand Price Comparison

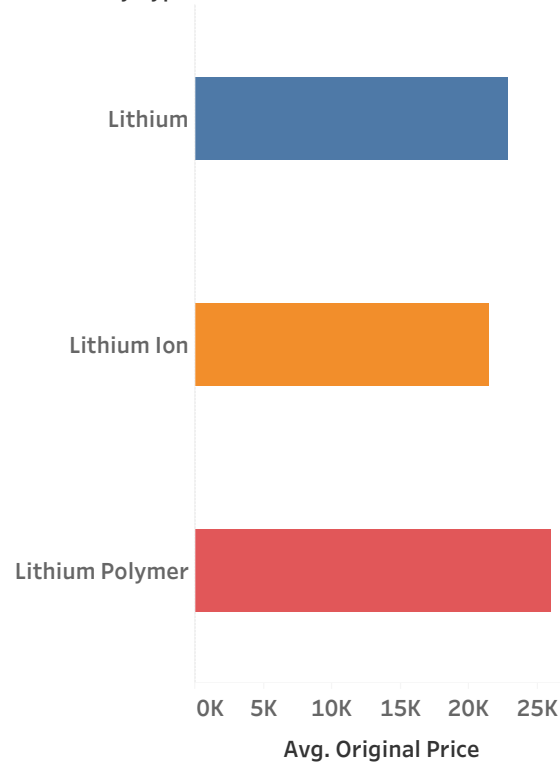


country wise best selling smartphone



Battery Type Distribution

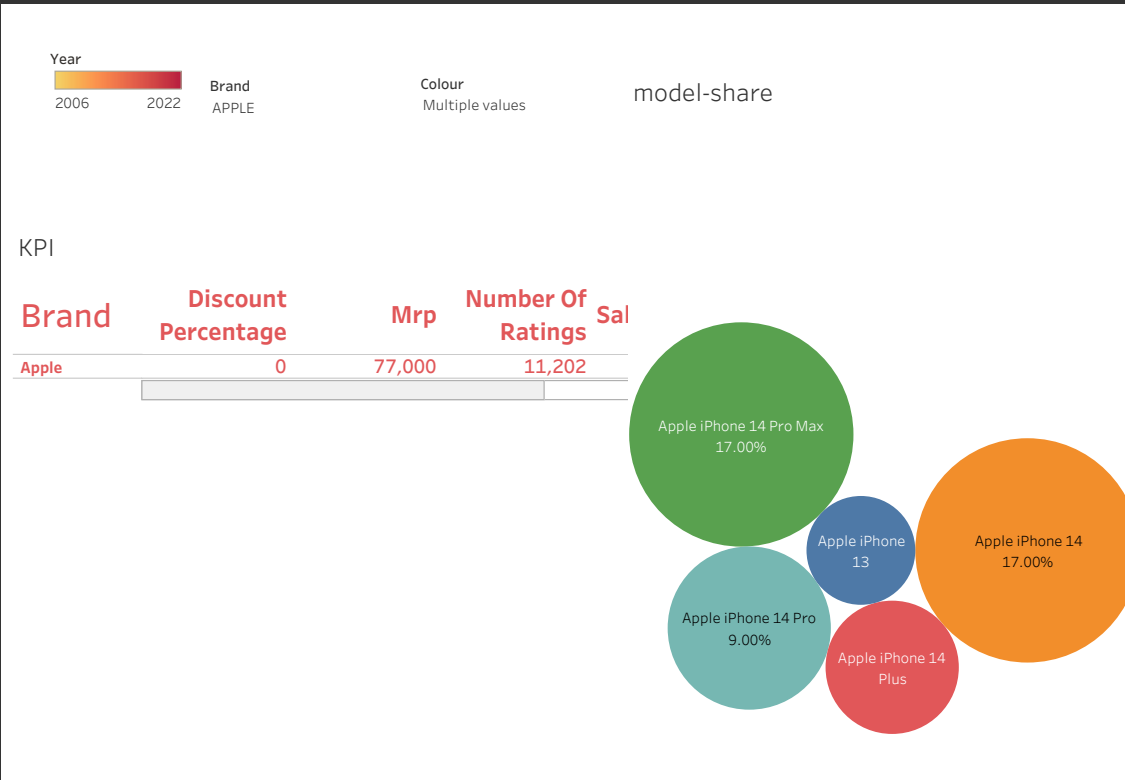
Battery Type



apple continues to strengthen its standing in the smart phone market the brand has risen to a ..

more than one billion consumers currently use iphones. since its initial launch ,more than 1.9 billion iphones have been sold. iphone sales in 2021 surpassed in the 2015 peak,but declined in 2022 to 232.2 million u..

iphone sales generated \$205 billion revenue for apple in 2022 ,more than microsofts total revenue.it sold 232..



model-share

KPI

Brand

Discount Percentage

Mrp

Number Of Ratings

Sal

Apple

0

77,000

11,202

Apple iPhone 14 Pro Max

17.00%

Apple iPhone 13

Apple iPhone 14

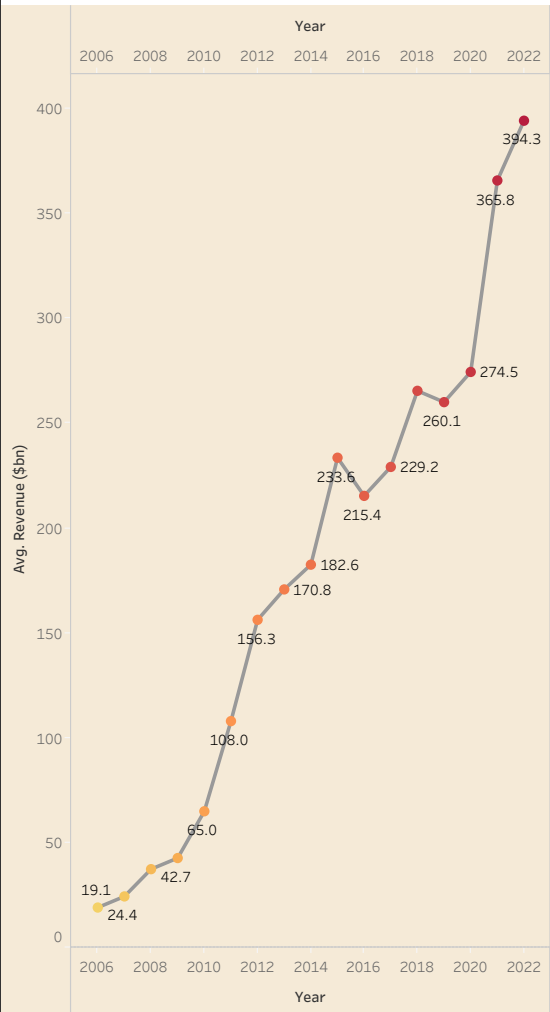
17.00%

Apple iPhone 14 Pro

9.00%

Apple iPhone 14 Plus

Annual Revenue



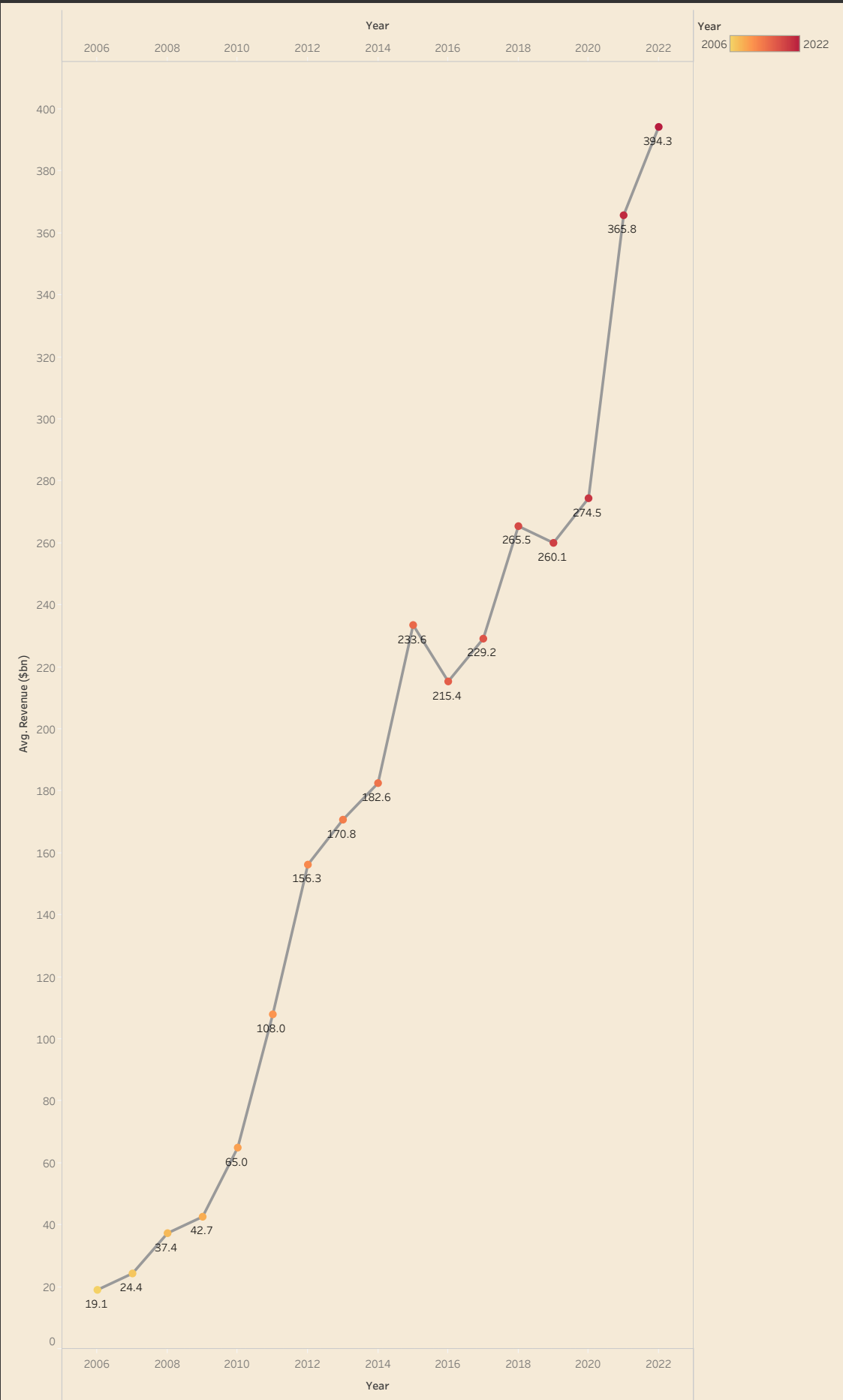
model specification

Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generati.	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

more than one billion consumers currently use iPhones. since its initial launch, more than...

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

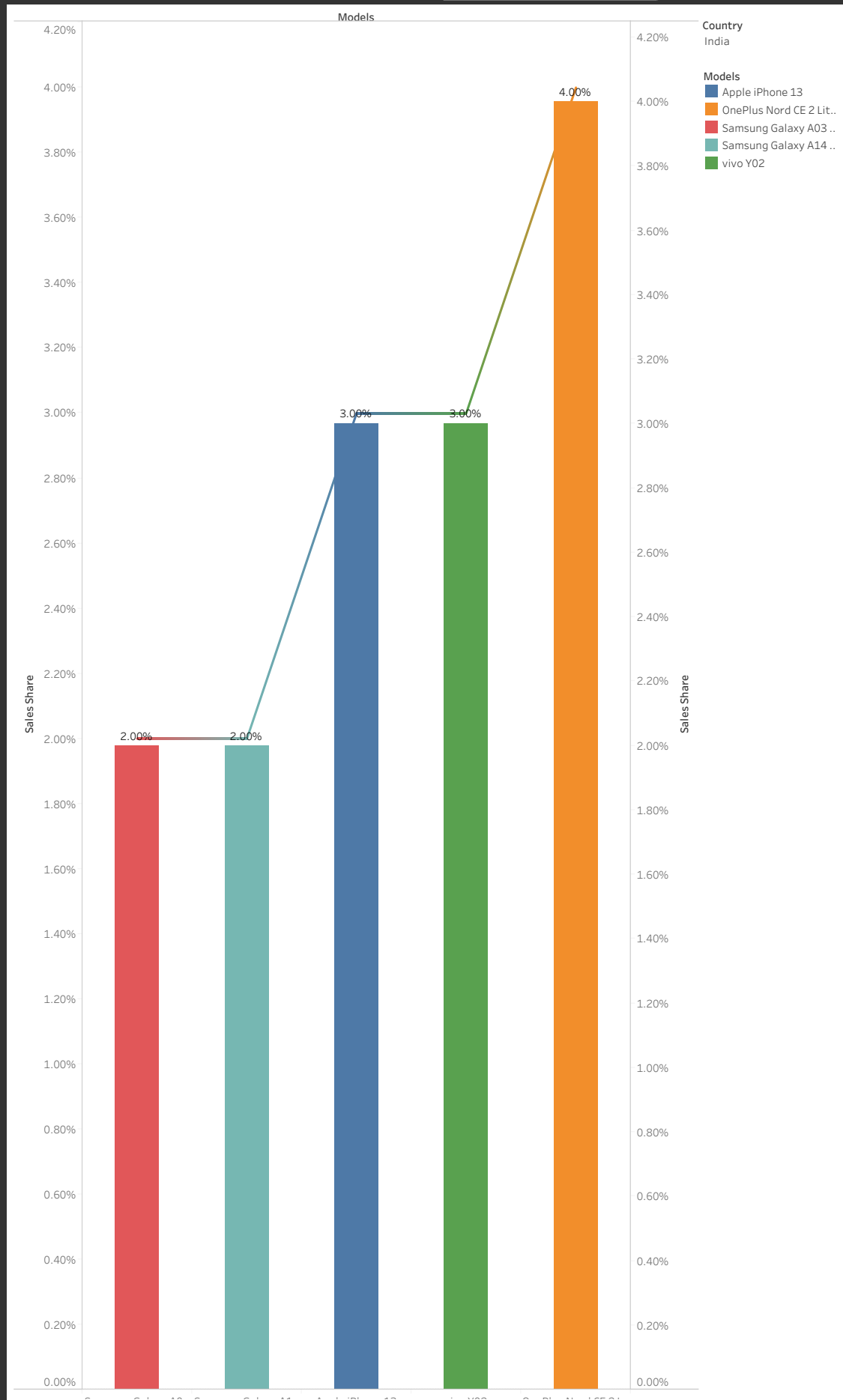
Comparative analysis amongst various other leading brands in the smart phone industry shows that Apple...



iphone sales generated \$205 billion revenue for apple in 2022 ,more than microsofts total revenue.it ..

comparative analysis amongst various other leading brands in the smart phone industry shows that iphones is yet to make it's impact in india .it's 3% market share in the global market is depicted in the line bar-graph.

although the iphone isn't far behind in the competition,it is yet to scale-up it's marketing strategies a..



comparative analysis amongst various other leading brands in the smart phone industry shows ..

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



Country
India

Country
India

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Country
India

Country
India