

Story 1

Apple continue to strengthen 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 2011 were designed by apple.

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 232.2 million units.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India. It's 3% market share i..

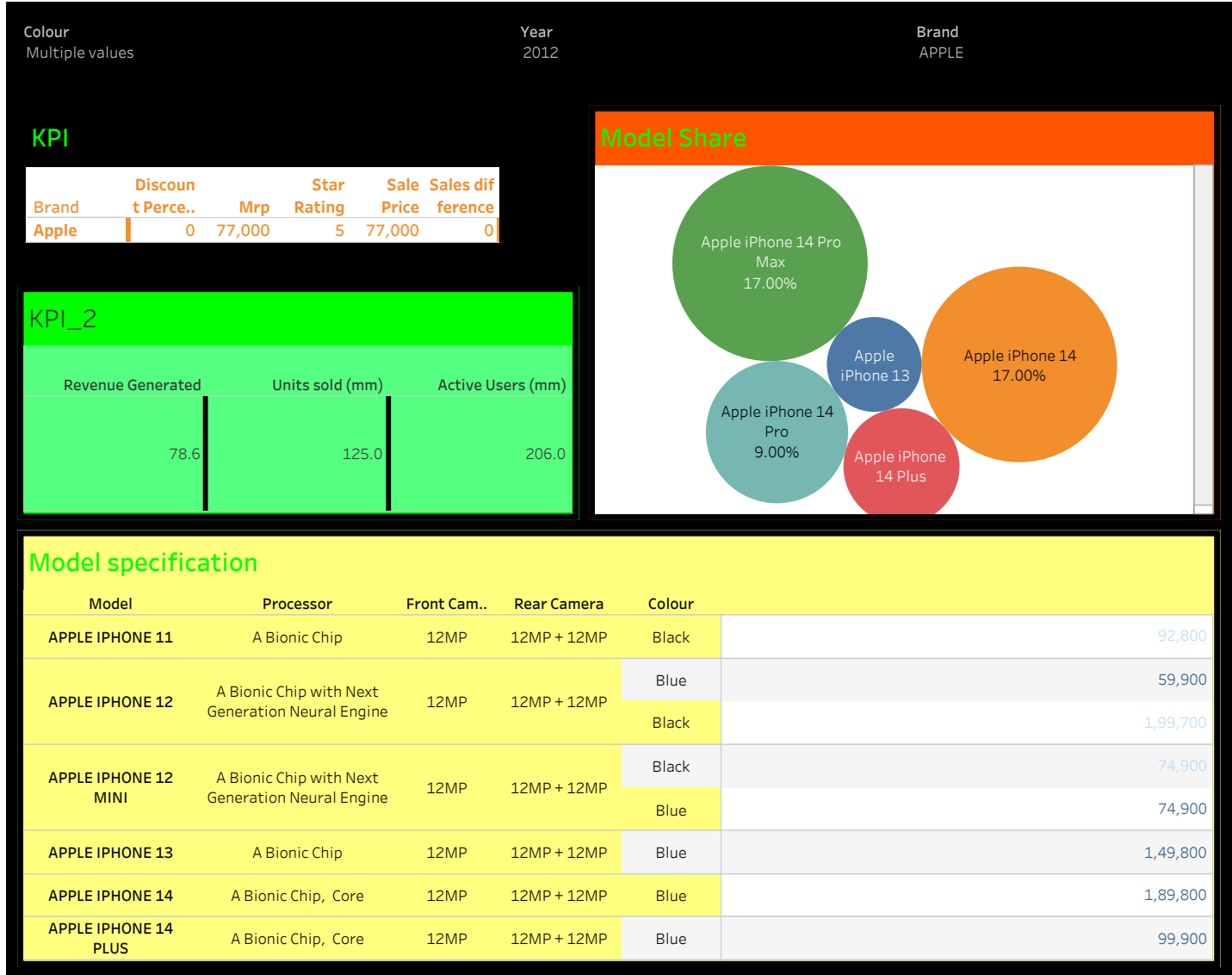


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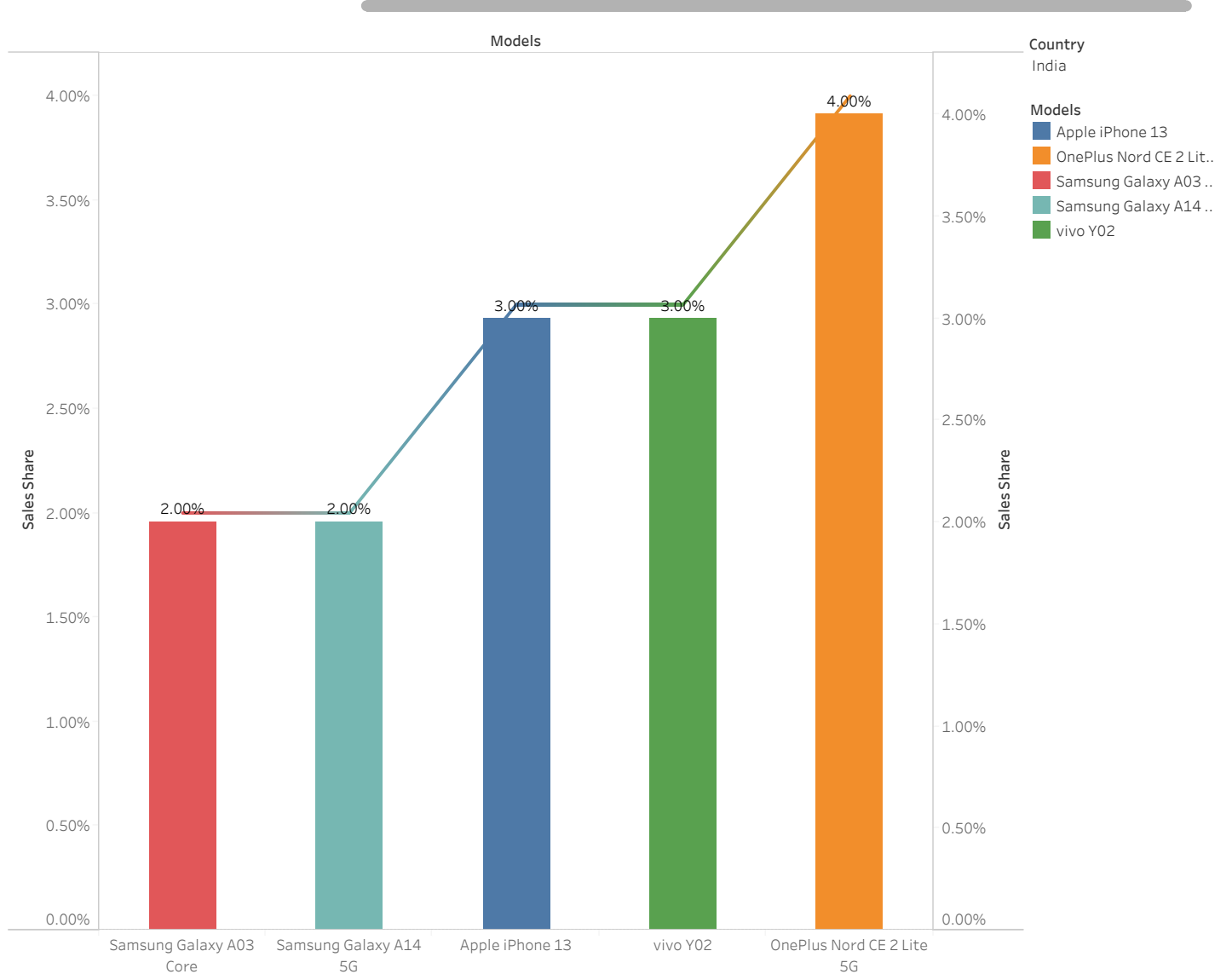


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