

Segment Operating Performance

The following table shows net sales by reportable segment for 2023, 2022 and 2021 (dollars in millions):

	2023	Change	2022	Change	2021
Net sales by reportable segment:					
Americas	\$ 162,560	(4) %	\$ 169,658	11 %	\$ 153,306
Europe	94,294	(1) %	95,118	7 %	89,307
Greater China	72,559	(2) %	74,200	9 %	68,366
Japan	24,257	(7) %	25,977	(9) %	28,482
Rest of Asia Pacific	29,615	1 %	29,375	11 %	26,356
Total net sales	<u>\$ 383,285</u>	(3) %	<u>\$ 394,328</u>	8 %	<u>\$ 365,817</u>

Americas

Americas net sales decreased 4% or \$7.1 billion during 2023 compared to 2022 due to lower net sales of iPhone and Mac, partially offset by higher net sales of Services.

Europe

Europe net sales decreased 1% or \$824 million during 2023 compared to 2022. The weakness in foreign currencies relative to the U.S. dollar accounted for more than the entire year-over-year decrease in Europe net sales, which consisted primarily of lower net sales of Mac and Wearables, Home and Accessories, partially offset by higher net sales of iPhone and Services.

Greater China

Greater China net sales decreased 2% or \$1.6 billion during 2023 compared to 2022. The weakness in the renminbi relative to the U.S. dollar accounted for more than the entire year-over-year decrease in Greater China net sales, which consisted primarily of lower net sales of Mac and iPhone.

Japan

Japan net sales decreased 7% or \$1.7 billion during 2023 compared to 2022. The weakness in the yen relative to the U.S. dollar accounted for more than the entire year-over-year decrease in Japan net sales, which consisted primarily of lower net sales of iPhone, Wearables, Home and Accessories and Mac.

Rest of Asia Pacific

Rest of Asia Pacific net sales increased 1% or \$240 million during 2023 compared to 2022. The weakness in foreign currencies relative to the U.S. dollar had a significantly unfavorable year-over-year impact on Rest of Asia Pacific net sales. The net sales increase consisted of higher net sales of iPhone and Services, partially offset by lower net sales of Mac and iPad.