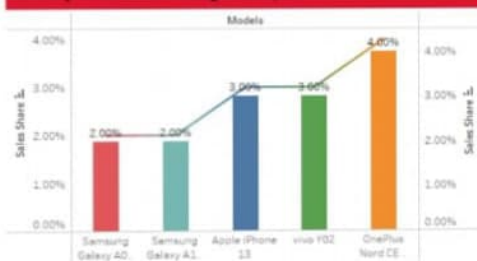


Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. The 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

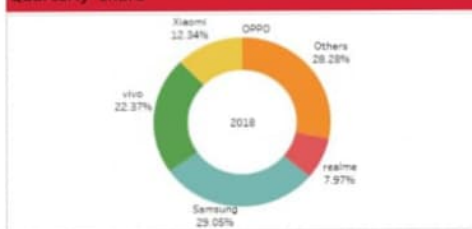
Global Market Share



country Wise best selling smartphone



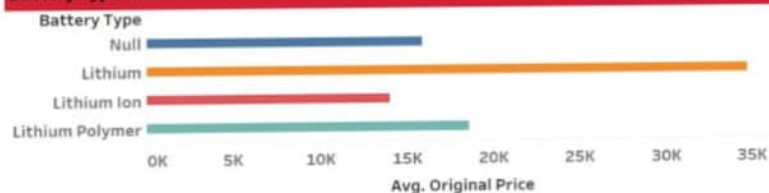
Quarterly share



Brand Price Comparison



Battery Type Distribution



Story 4

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

