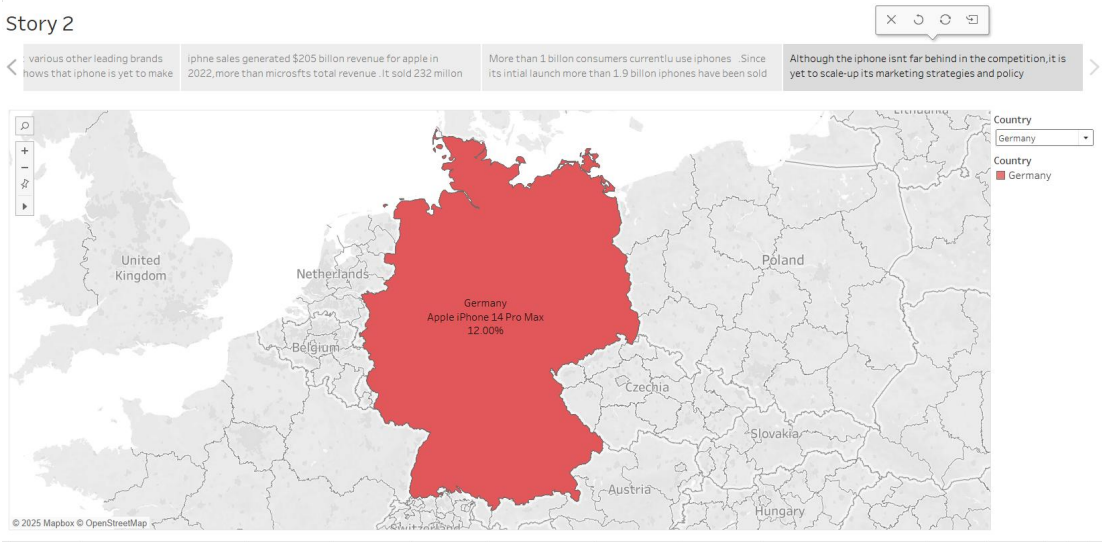
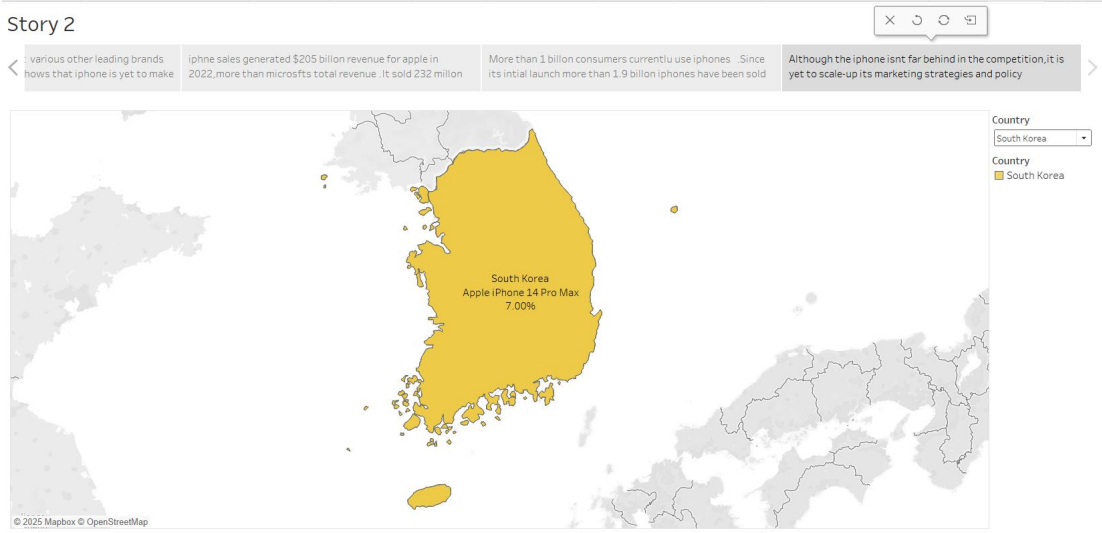
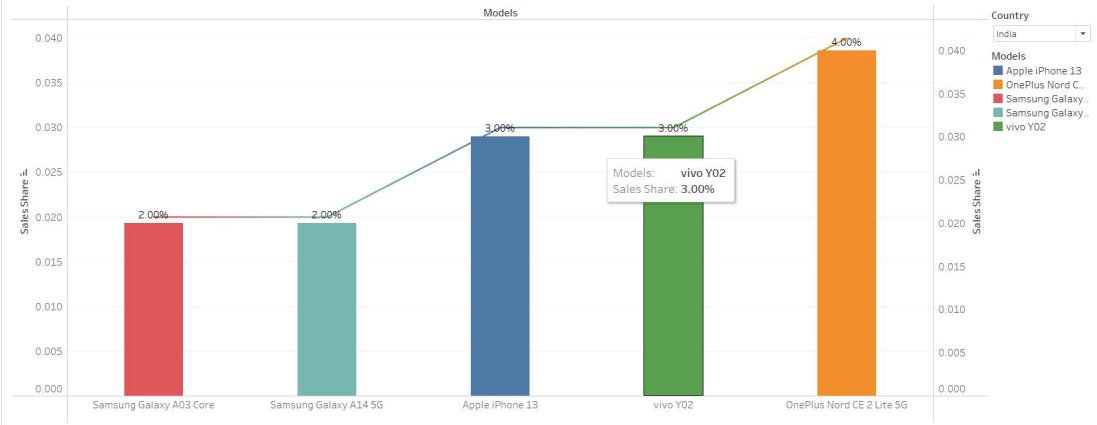
Reports and Insights





Story 2

Comparative analysis amogst various other leading brands in the smartphone industry shows that iphone is yet to make | iphne sales generated $205 billon revenue for apple in 2022,more than microsfts total revenue .It sold 232 millon | More than 1 billon consumers currentlu use iphones .Since its intial launch more than 1.9 billon iphones have been sold | Although the iphone isnt yet to scale-up its marke



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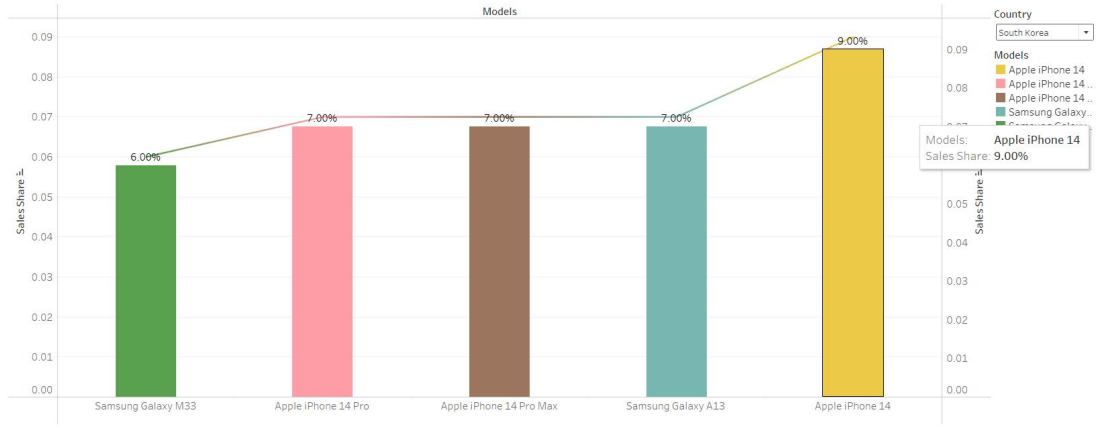

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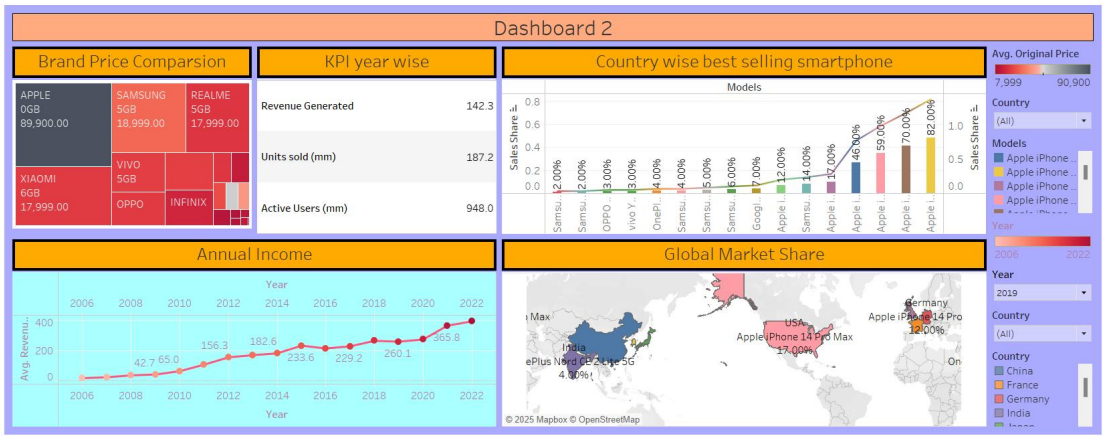
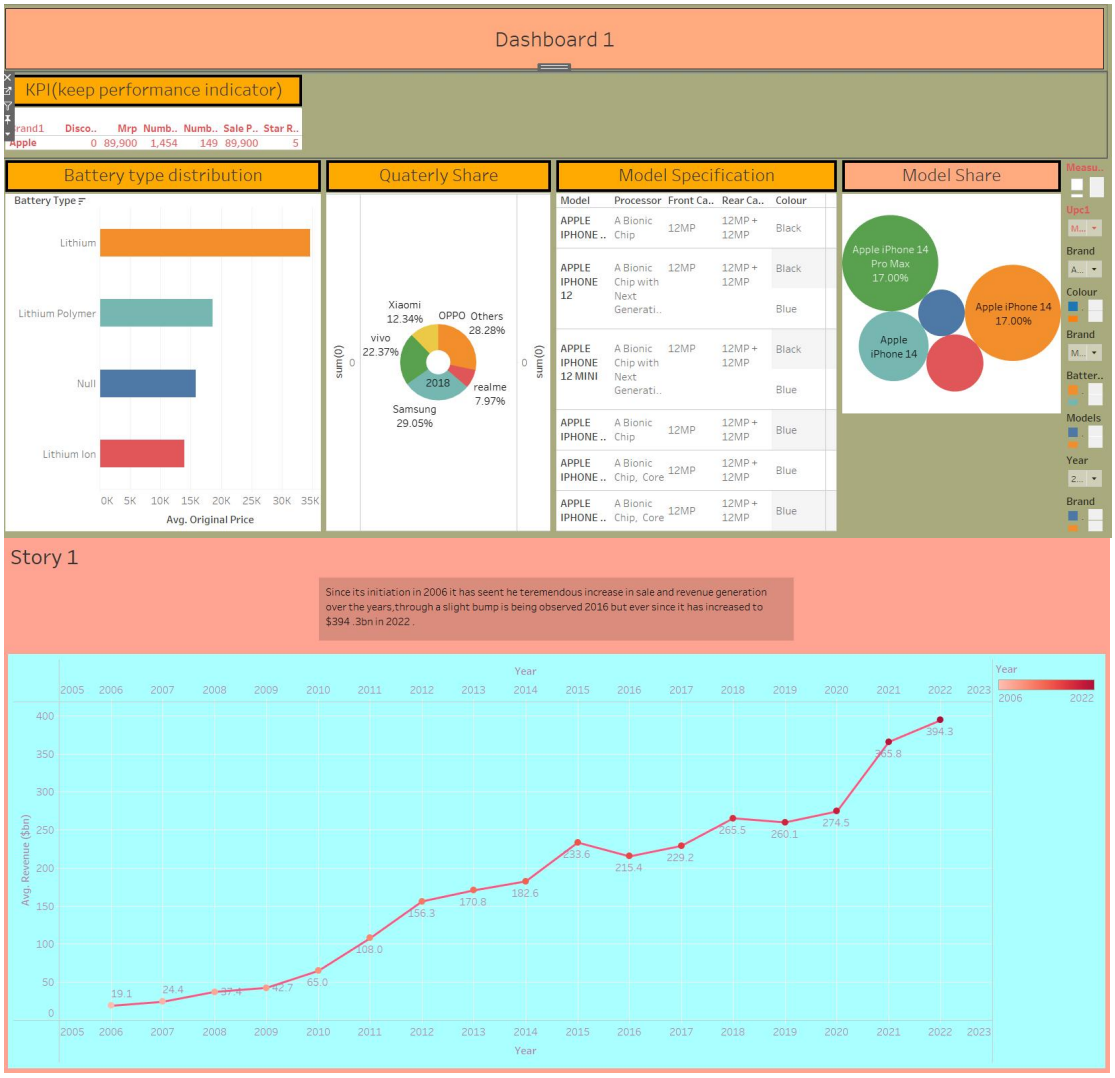
Apple contunies to strengthen its standing in the smartphone market.The brand has risen to a position of | Comparative analysis amogst various other leading brands in the smartphone industry shows that iphone is yet to make | iphne sales generated $205 billon revenue for apple in 2022,more than microsfts total revenue .It sold 232 millon | More than 1 billon consumers cu its intial launch more than 1.9 bi





Story 1

Since its initiation in 2006 it has seent he teremendous increase in sale and revenue generation over the years,through a slight bump is being observed 2016 but ever since it has increased to $394 .3bn in 2022 .