



APPLE PRODUCTS IN THE U.S.





TABLE OF CONTENTS

Apple products in the U.S.



Table of Contents

01 Apple Inc. - Overview

Apple's revenue worldwide 2004-2019	02
Apple's revenue broken down by geographical region 2012-2019, by quarter	03
Apple's revenue share by geographical region 2012-2019, by quarter	04
Apple's revenue broken down by operating segments 2012-2019, by quarter	05
Apple's revenue share by operating segment 2012-2019, by quarter	06

02 iPhone

Apple iPhone installed base in the U.S. 2016-2019	08
Apple iPhone smartphone users in the United States 2012-2021	09
Market share operating systems U.S. smartphone sales 2013-2018, by month	10
U.S. smartphone subscriber share by operating platform 2012-2019, by month	11
Smartphone market share in the U.S. 2017-2019, by model	12
iPhone users as share of smartphone users in the United States 2014-2021	13
Apple iPhone shipments share by model in the U.S. 2014-2019	14
Share of people using an Apple smartphone for business purposes in the U.S. 2018	15
Upgrade intentions of iPhone users in the U.S. 2018, by model	16
Price of an iPhone XS in selected countries in 2019	17

Table of Contents

03 iPad & Mac

Share of tablets by device (Apple iPad/Samsung Galaxy Tab) in North America 2015-2018	19
Market share of tablet operating systems in the United States 2016-2019	20
Share of Apple iPad shipments by model in the United States 2017-2018	21
iPad penetration rate in the U.S. 2018, by age group	22
North America notebook share by brand 2018	23
Apple's PC unit shipments in the United States 2013-2019, by quarter	24
Apple's PC unit shipments share in the United States 2013-2019, by quarter	25
Market share held by PC operating systems in the U.S. 2012-2019, by month	26
Laptop ownership by brand in the U.S. 2019	27

04 Apps & services

Apple App Store: annual gross app revenue 2017-2018	29
Number of active apps from the Apple App Store 2008-2019	30
Leading Apple App Store categories 2016-2019, by download volume	31
Leading iPhone apps in the U.S. 2019, by downloads	32
Top grossing iOS mobile gaming apps 2019, ranked by daily revenue	33
Leading iPad apps in the U.S. 2019, by downloads	34
Number of new apps/games submitted to the iTunes store per month 2012-2018	35



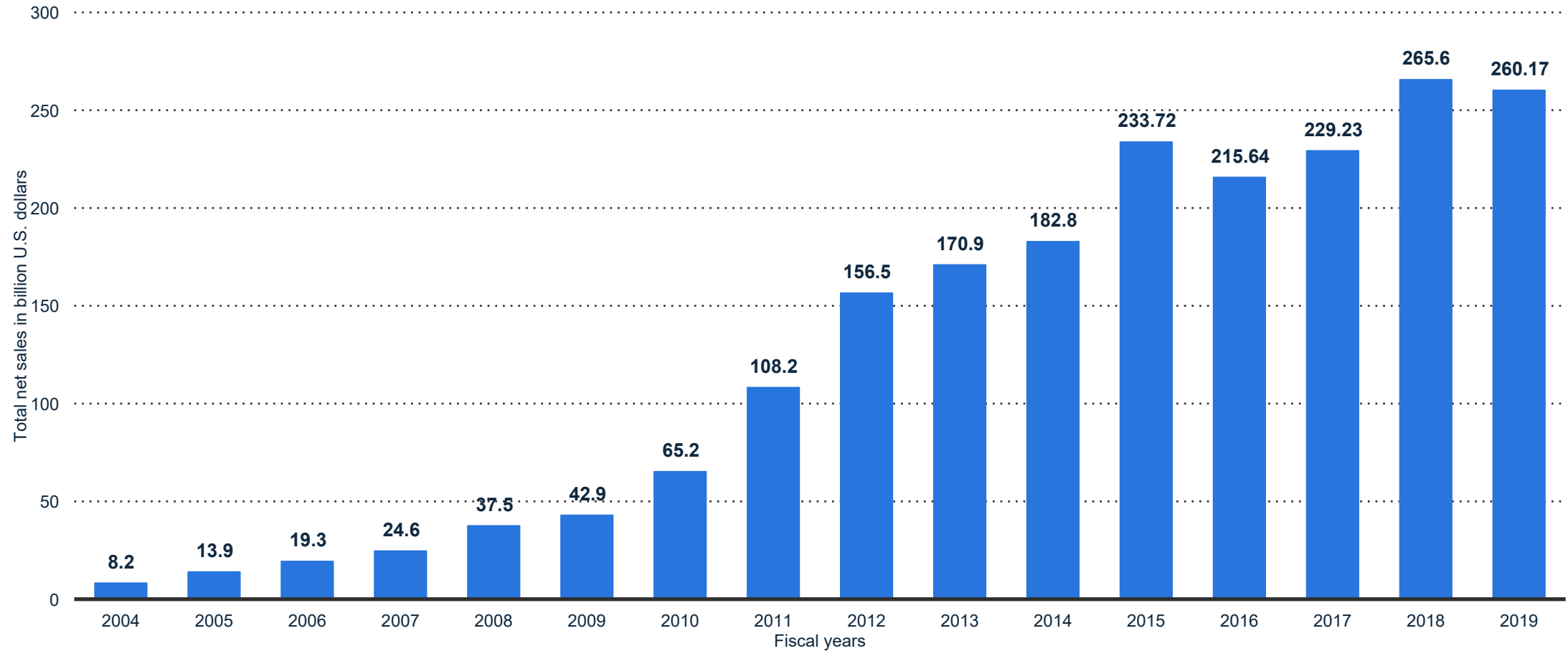
APPLE INC. - OVERVIEW

Apple products in the U.S.



Global revenue of Apple from 2004 to 2019* (in billion U.S. dollars)

Apple's revenue worldwide 2004-2019



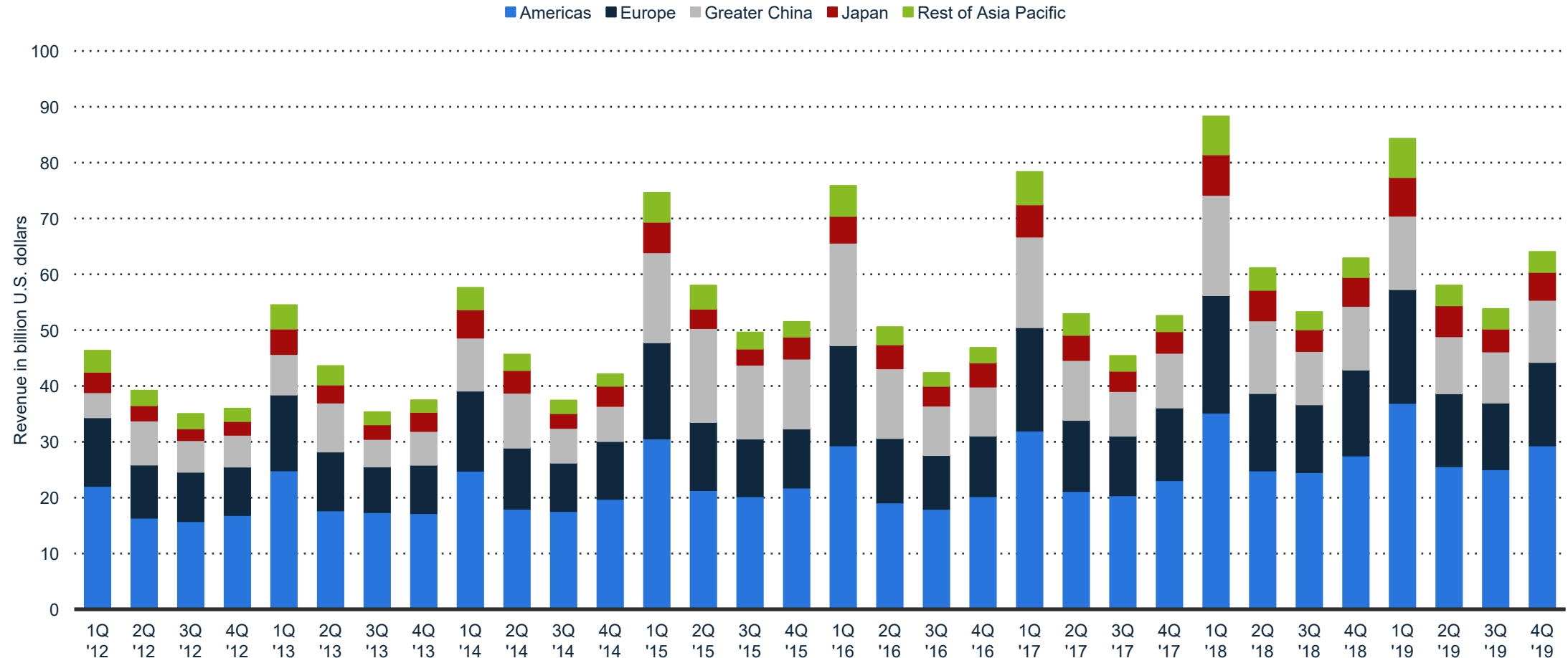
Note: Worldwide; Fiscal years 2004 to 2019

Further information regarding this statistic can be found on [page 37](#).

Source(s): Apple; [ID 265125](#)

Revenue of Apple by geographical region from the first quarter of 2012 to the 4th quarter of 2019 (in billion U.S. dollars)

Apple's revenue broken down by geographical region 2012-2019, by quarter



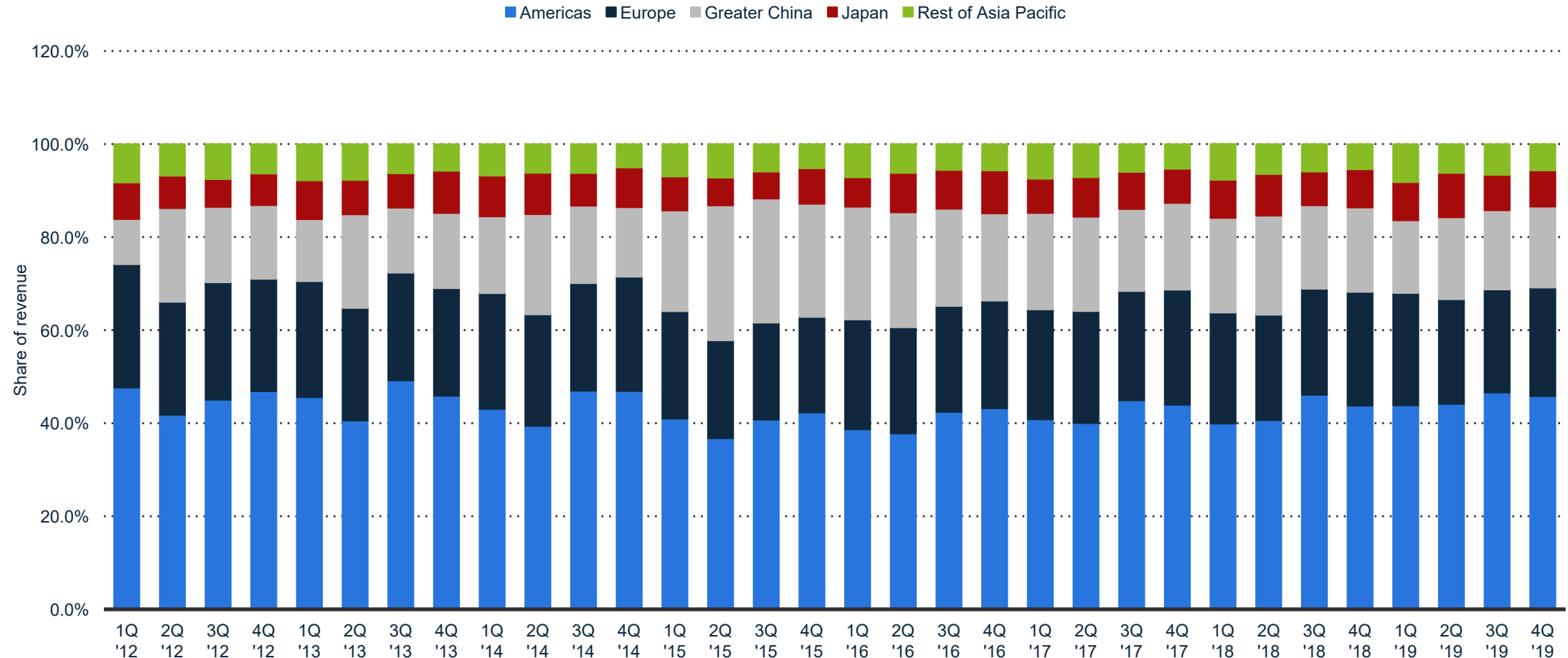
Note: Worldwide; 2012 to 2019

Further information regarding this statistic can be found on [page 38](#).

Source(s): Apple; [ID 382175](#)

Share of Apple's revenue by geographical region from the 1st quarter of 2012 to the 4th quarter of 2019

Apple's revenue share by geographical region 2012-2019, by quarter



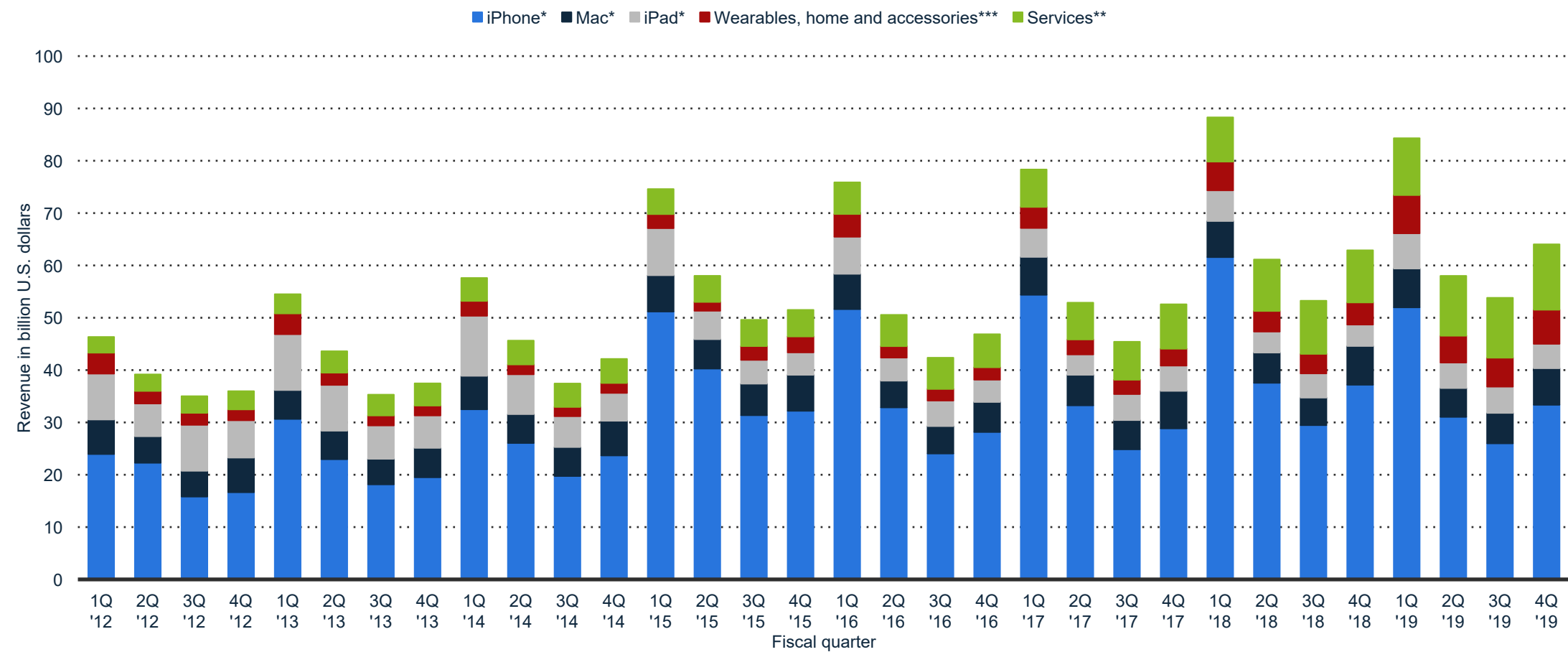
Note: Worldwide; 2012 to 2019

Further information regarding this statistic can be found on [page 39](#).

Source(s): Apple; Statista; [ID 382288](#)

Revenue of Apple by operating segment from the first quarter of 2012 to the 4th quarter of 2019 (in billion U.S. dollars)

Apple's revenue broken down by operating segments 2012-2019, by quarter



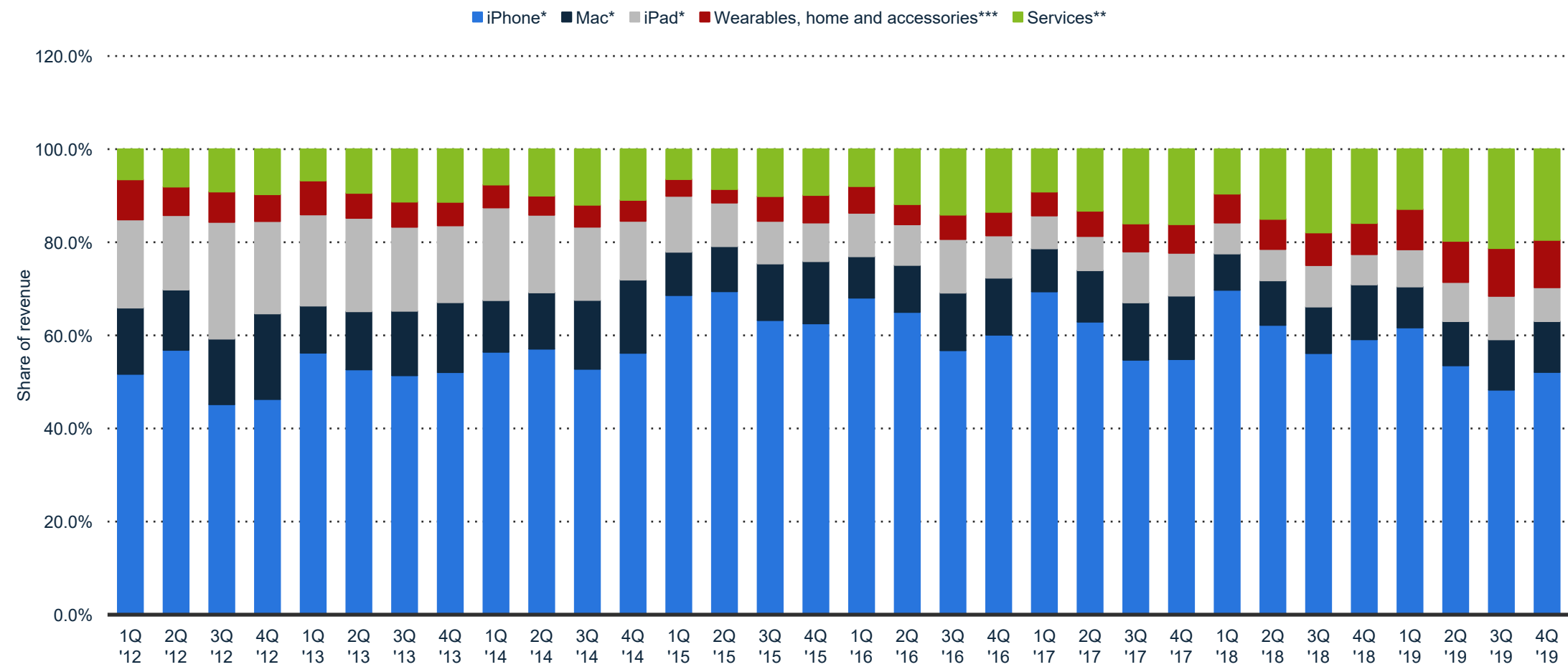
Note: Worldwide; 2012 to 2019

Further information regarding this statistic can be found on [page 40](#).

Source(s): Apple; [ID 382136](#)

Share of Apple's revenue by product category from the 1st quarter of 2012 to the 4th quarter of 2019

Apple's revenue share by operating segment 2012-2019, by quarter



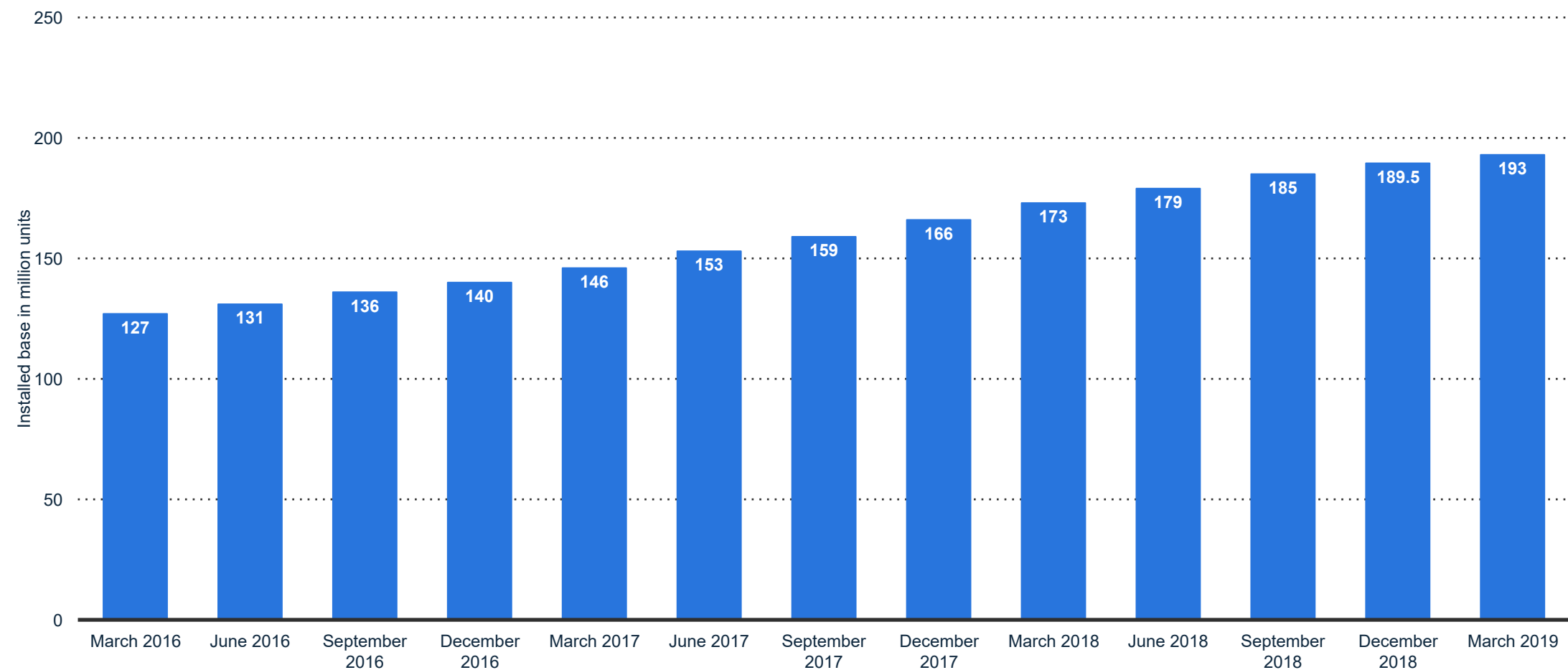
Note: Worldwide; 2012 to 2019
Further information regarding this statistic can be found on [page 41](#).
Source(s): Apple; Statista; [ID 382260](#)

IPHONE

Apple products in the U.S.

Installed base of the Apple iPhone in the United States from March 2016 to March 2019 (in million units)

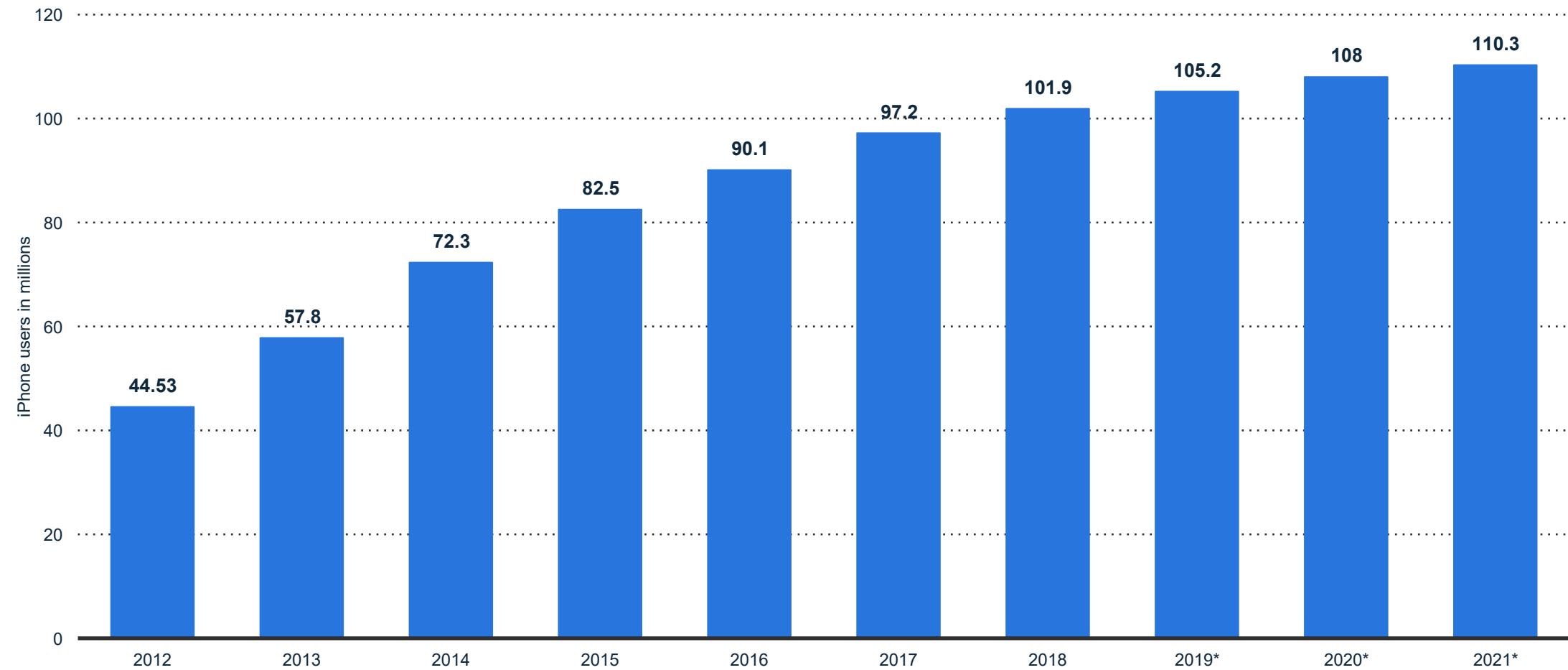
Apple iPhone installed base in the U.S. 2016-2019



Note: United States; March 2016 to March 2019
Further information regarding this statistic can be found on [page 42](#).
Source(s): Consumer Intelligence Research Partners; 9 to 5 Mac; Statista estimates; [ID 948712](#)

Number of iPhone users in the United States from 2012 to 2021 (in millions)

Apple iPhone smartphone users in the United States 2012-2021



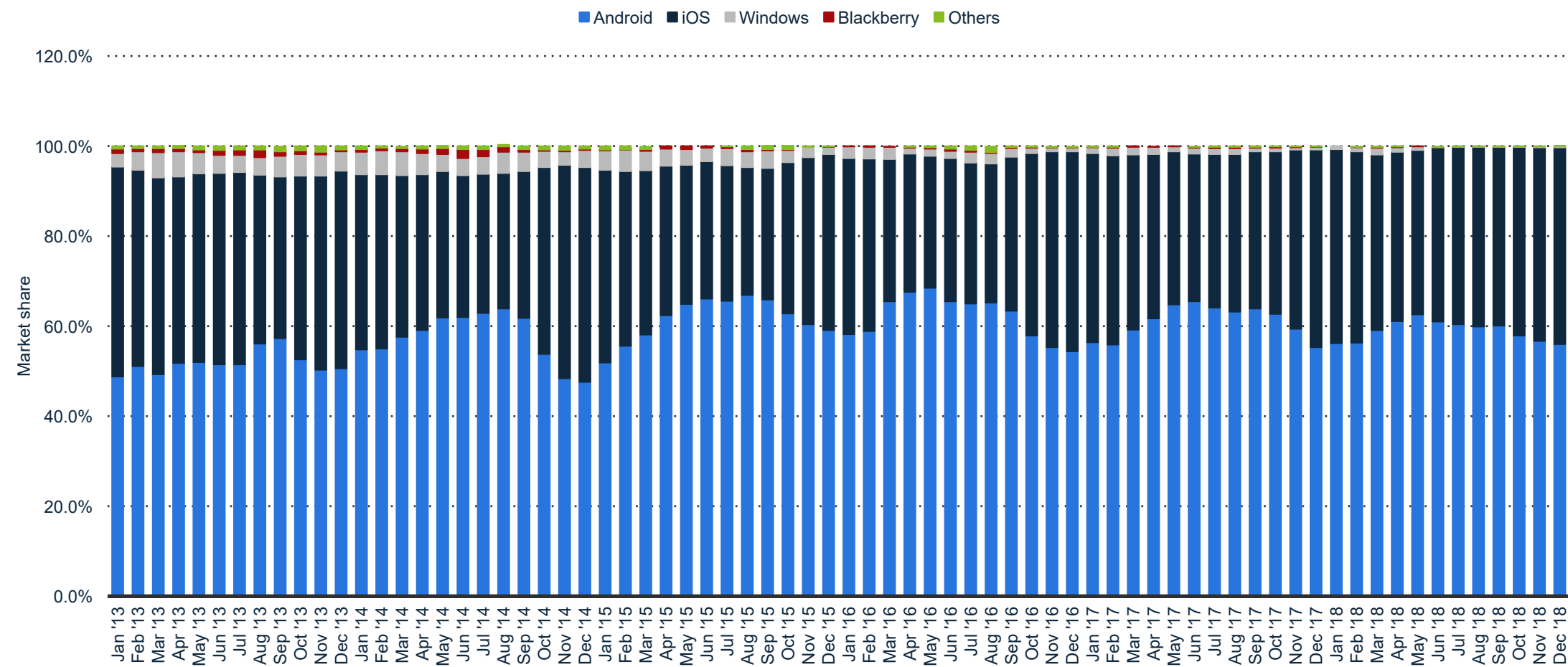
Note: United States; 2012 to 2018; Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 43](#).

Source(s): eMarketer; Website (appleworld.today); [ID 232790](#)

Smartphone sales OS market share in the United States from 2013 to 2018, by month

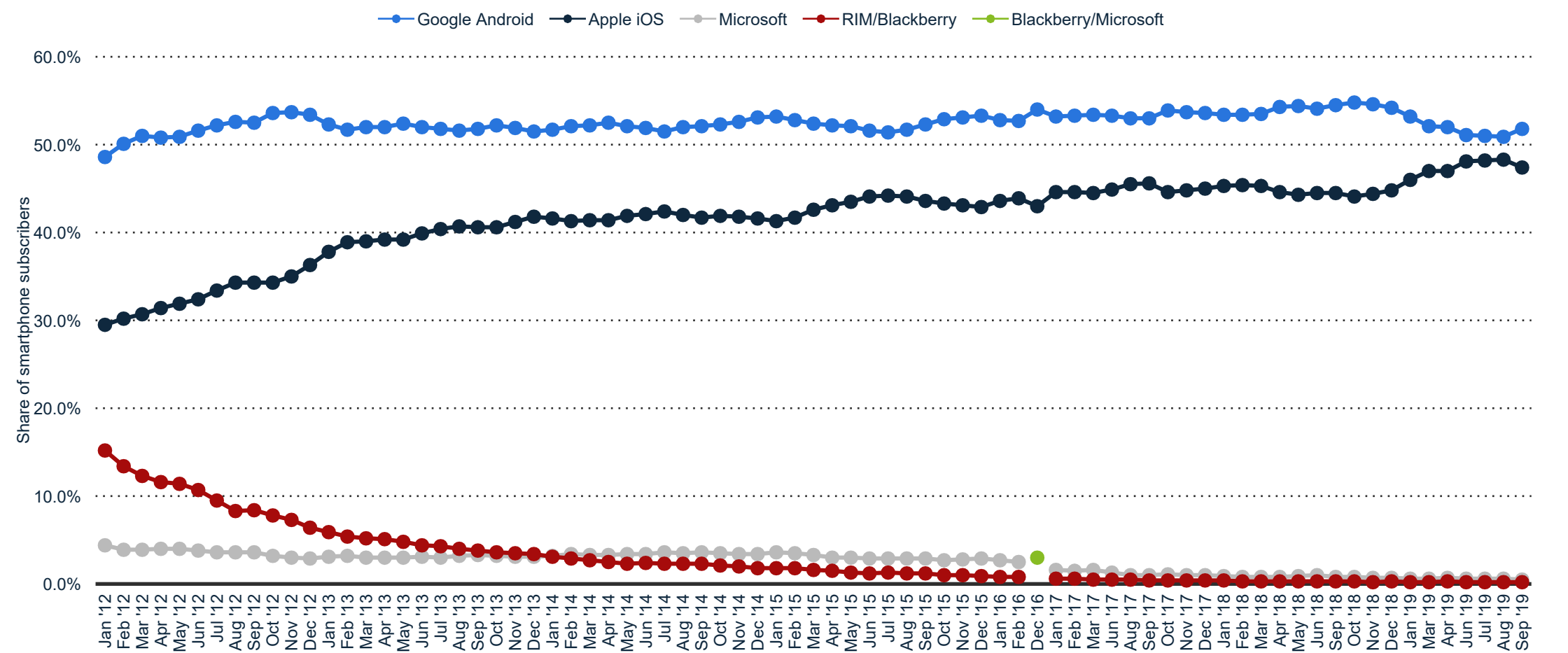
Market share operating systems U.S. smartphone sales 2013-2018, by month



Note: United States; 2013 to 2018
Further information regarding this statistic can be found on [page 44](#).
Source(s): Kantar Worldpanel; [ID 274121](#)

Subscriber share held by smartphone operating systems in the United States from 2012 to 2019

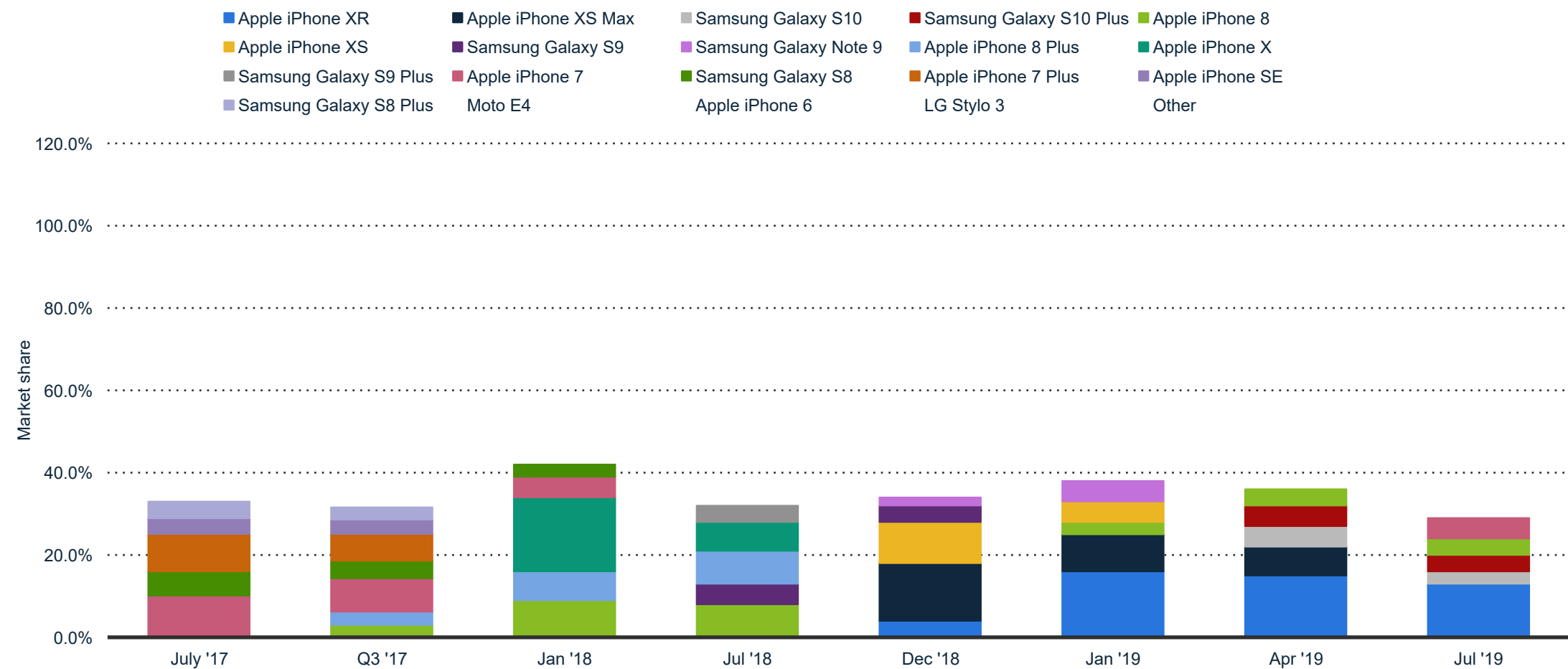
U.S. smartphone subscriber share by operating platform 2012-2019, by month



Note: United States; 2012 to 2019; 13 years and older; Smartphone subscribers
Further information regarding this statistic can be found on [page 45](#).
Source(s): comScore; [ID 266572](#)

Share of smartphone models sold in the United States from 2017 to 2019, by model

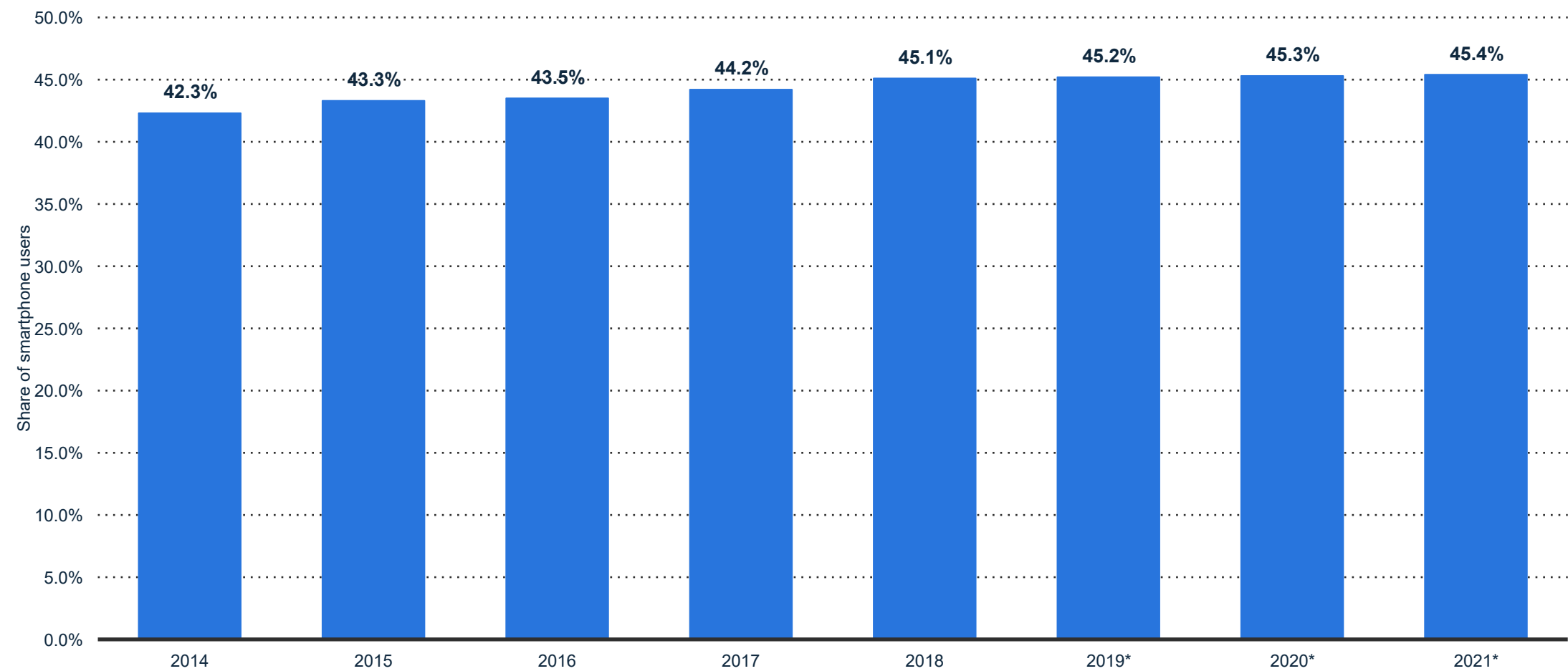
Smartphone market share in the U.S. 2017-2019, by model



Note: United States; 2017 to 2019
Further information regarding this statistic can be found on [page 46](#).
Source(s): Counterpoint Research; [ID 755671](#)

Share of smartphone users that use an Apple iPhone in the United States from 2014 to 2021

iPhone users as share of smartphone users in the United States 2014-2021



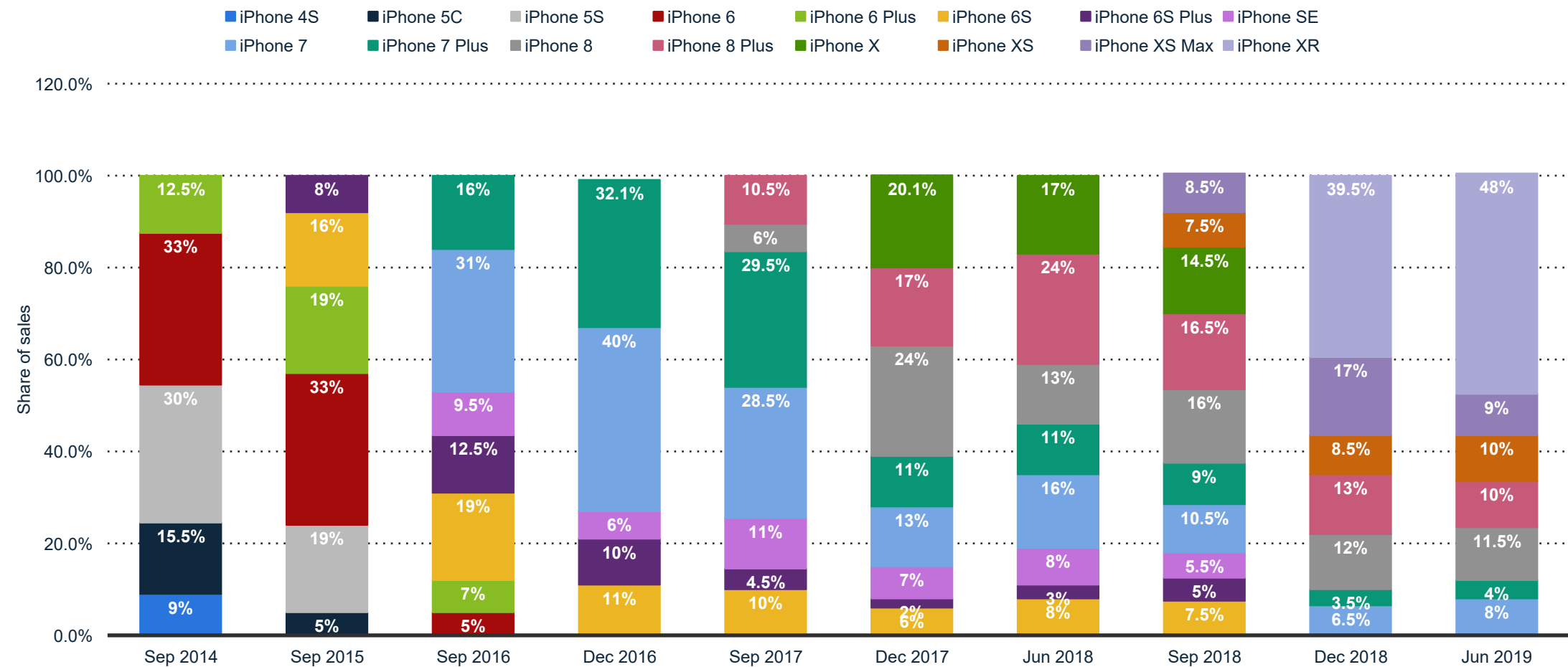
Note: United States; 2014 to 2019; Individuals of any age group who own at least one smartphone and use the smartphone(s) at least once per month.

Further information regarding this statistic can be found on [page 47](#).

Source(s): eMarketer; Website (appleworld.today); Forbes; [ID 236550](#)

Sales share of the Apple iPhone by model in the United States from 2014 to 2019

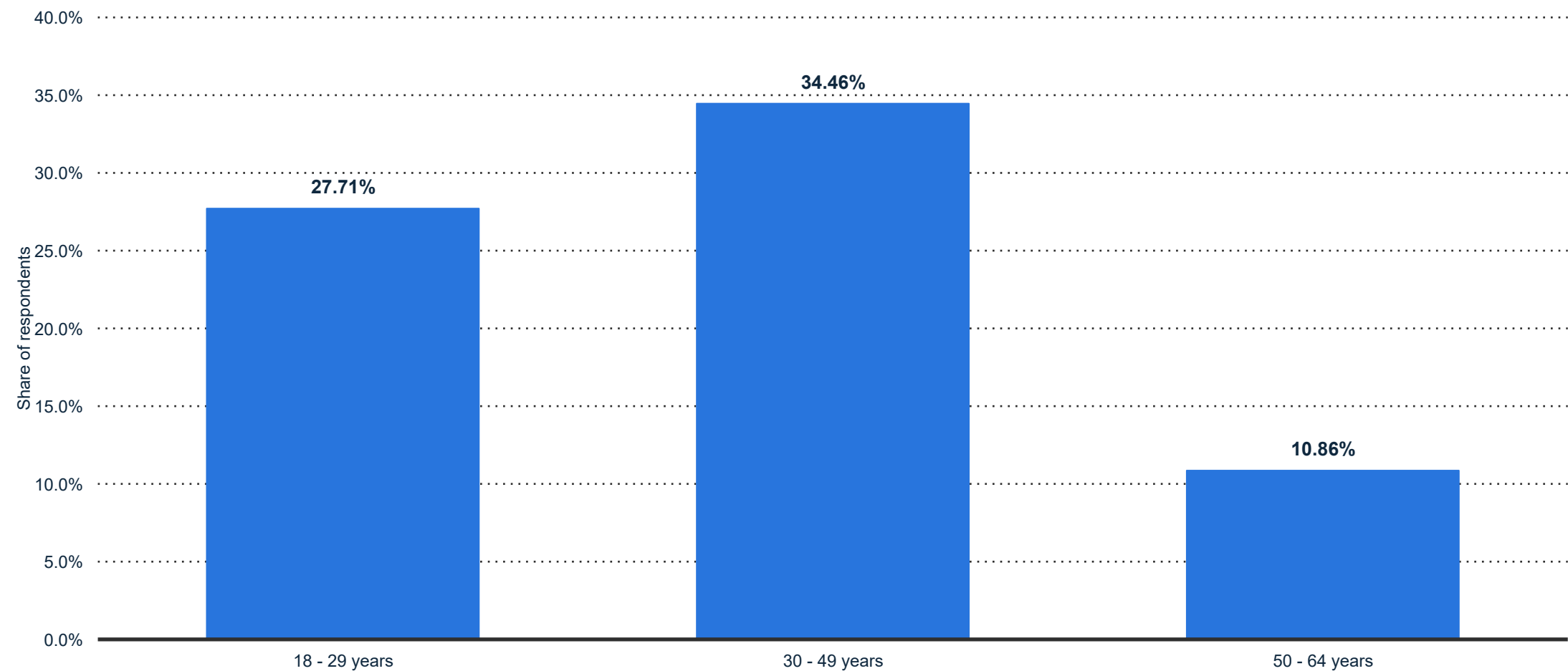
Apple iPhone shipments share by model in the U.S. 2014-2019



Note: United States; 2014 to 2019
Further information regarding this statistic can be found on [page 48](#).
Source(s): Consumer Intelligence Research Partners; Website (9to5mac.com; patentlyapple.com); Statista estimates; [ID 804398](#)

Share of people using an Apple smartphone for business purposes in the United States in 2018, by age

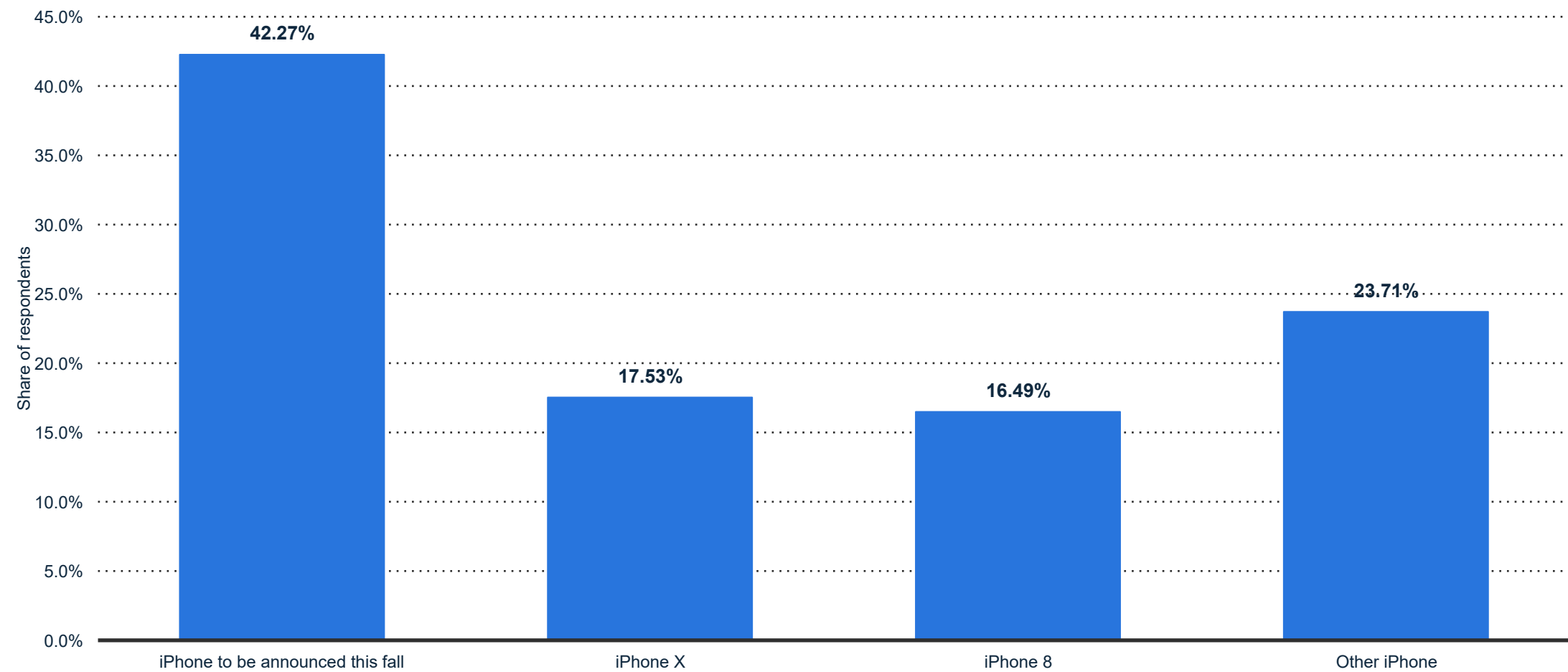
Share of people using an Apple smartphone for business purposes in the U.S. 2018



Note: United States; November 22 to December 27, 2017 and April 11 to May 28, 2018; 18 years and older; 20,409
Further information regarding this statistic can be found on [page 49](#).
Source(s): Statista Survey (Global Consumer Survey); [ID 369543](#)

iPhone owners' upgrade intentions in the United States as of August 2018, by model

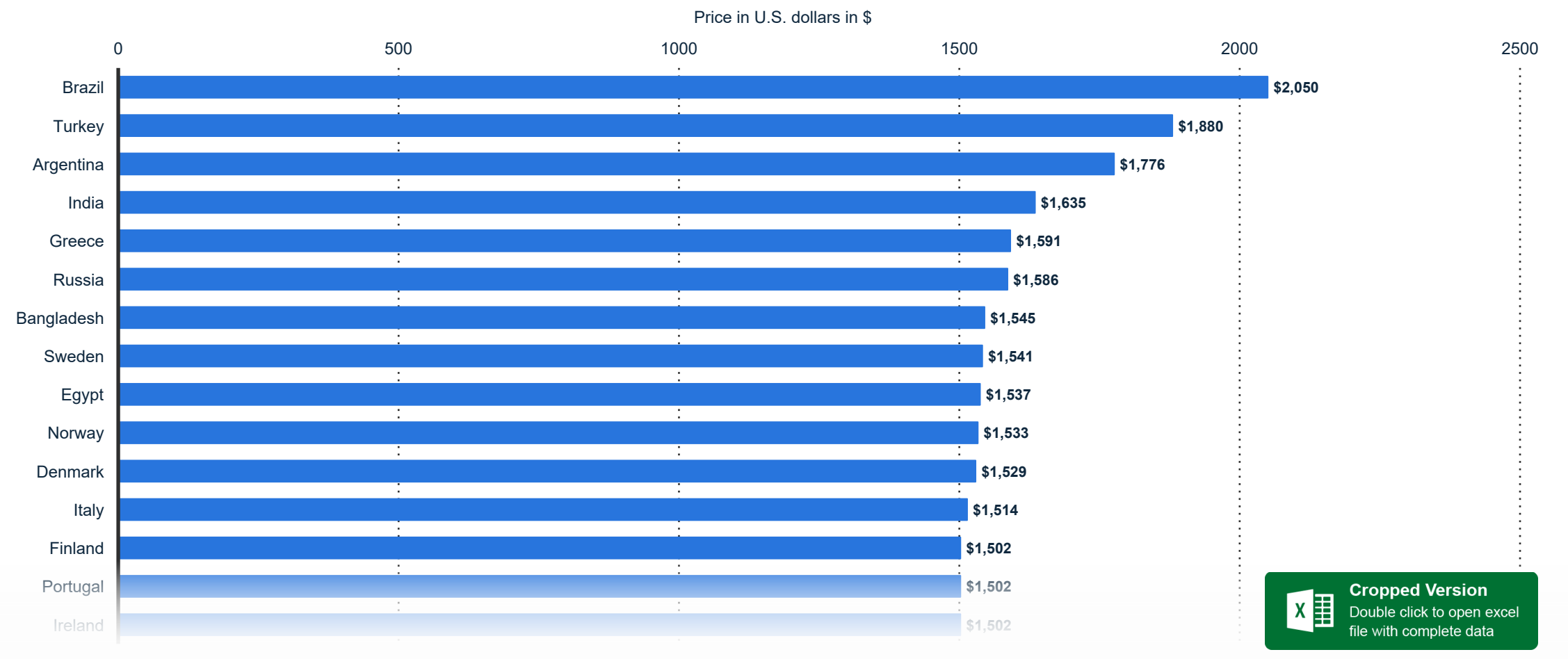
Upgrade intentions of iPhone users in the U.S. 2018, by model



Note: United States; August 2018; 530 Respondents; U.S. consumers
Further information regarding this statistic can be found on [page 50](#).
Source(s): Loup Ventures; [ID 910847](#)

Price of an iPhone XS in selected countries in 2019 (in U.S. dollars)

Price of an iPhone XS in selected countries in 2019



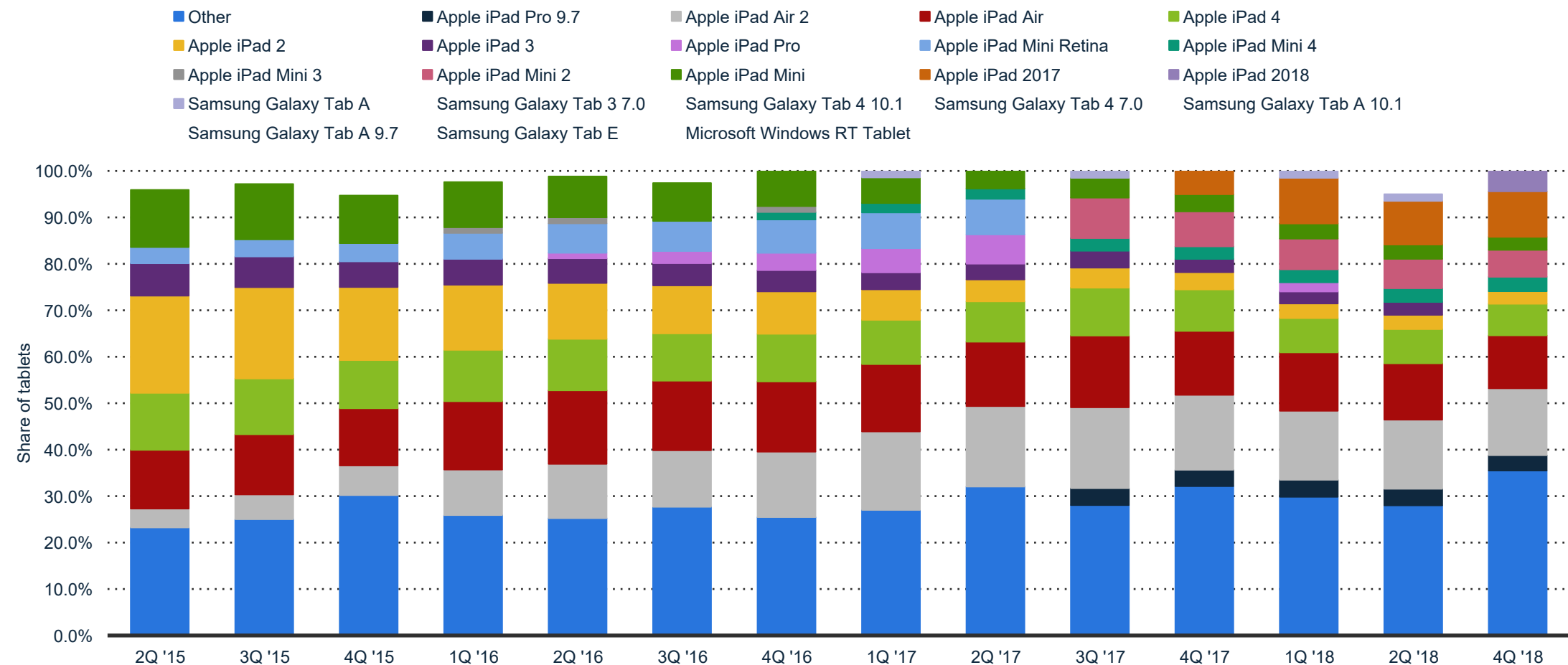
Note: Worldwide; 2019
Further information regarding this statistic can be found on [page 51](#).
Source(s): Deutsche Bank Research; [ID 426467](#)

IPAD & MAC

Apple products in the U.S.

Market share of tablets in North America by device from 2Q'15 to 4Q'18*

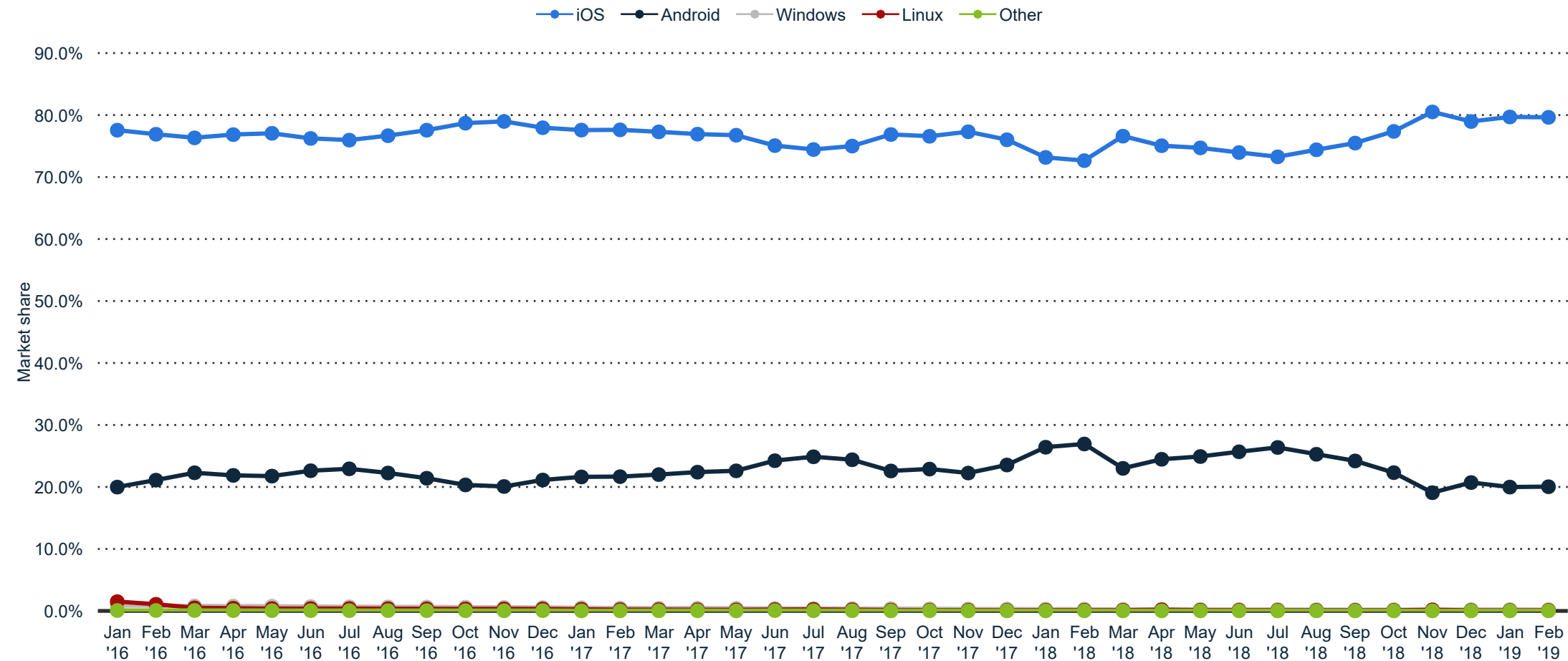
Share of tablets by device (Apple iPad/Samsung Galaxy Tab) in North America 2015-2018



Note: North America; 2015 to 2018
Further information regarding this statistic can be found on [page 52](#).
Source(s): ScientiaMobile; [ID 629385](#)

Tablet operating systems market share in the United States from 2016 to 2019

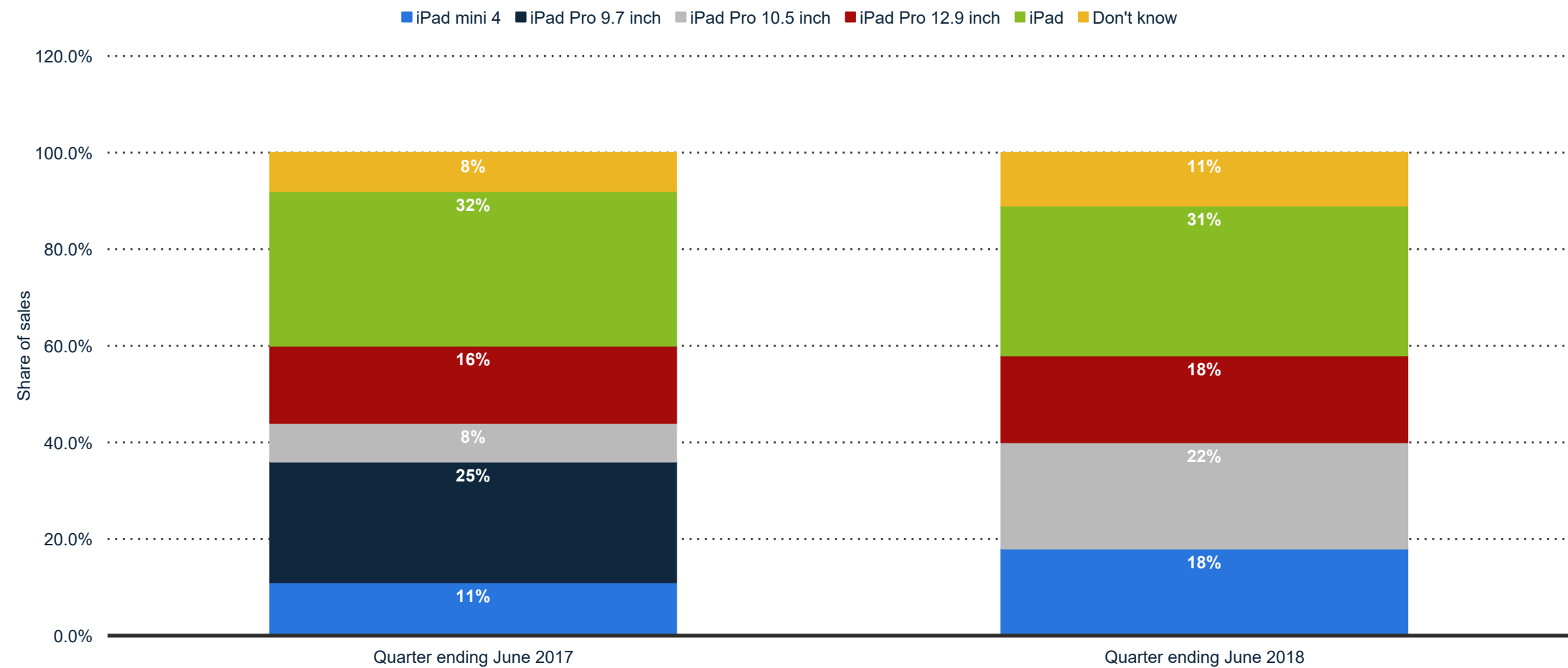
Market share of tablet operating systems in the United States 2016-2019



Note: United States; 2016 to 2019
Further information regarding this statistic can be found on [page 53](#).
Source(s): StatCounter; [ID 271293](#)

Sales share of the Apple iPad by model in the United States in 2Q'17 and 2Q'18

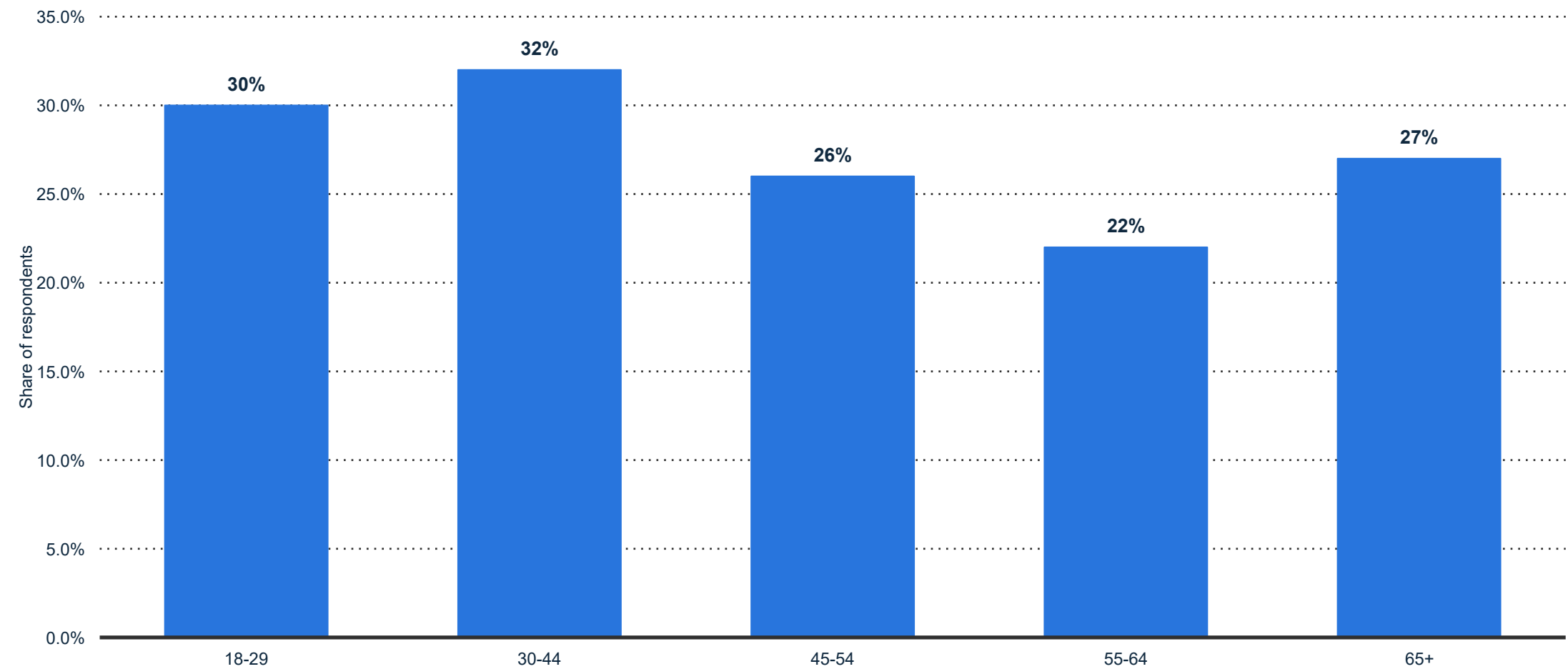
Share of Apple iPad shipments by model in the United States 2017-2018



Note: United States; 2017 to 2018
Further information regarding this statistic can be found on [page 54](#).
Source(s): Consumer Intelligence Research Partners; Website (9to5mac.com); Statista estimates; [ID 887968](#)

Apple iPad ownership rate in the United States as of February 2018, by age group

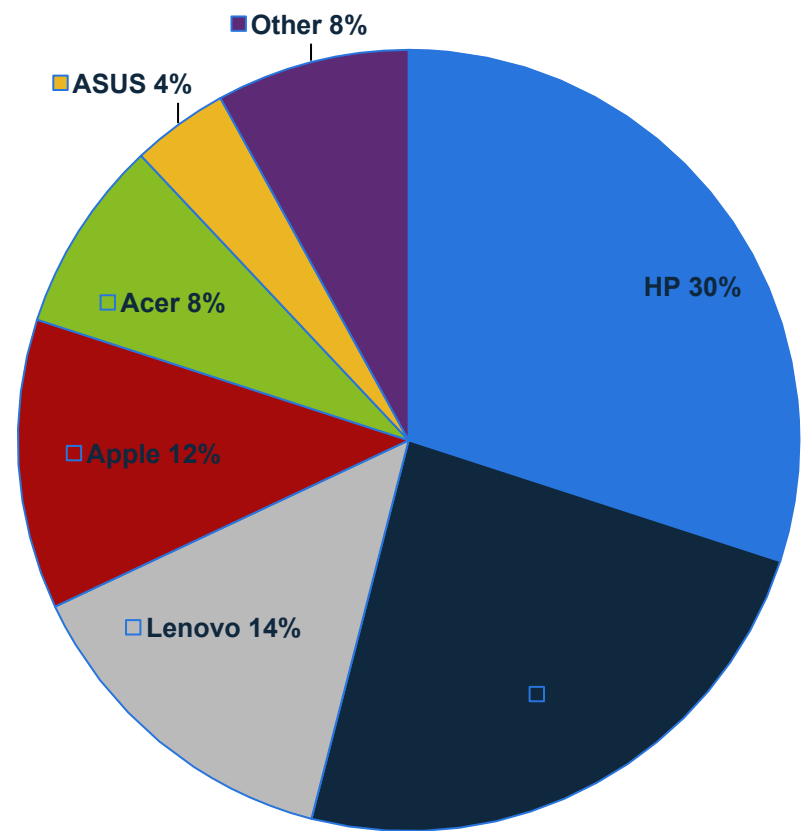
iPad penetration rate in the U.S. 2018, by age group



Note: United States; February 1st to 4th, 2018; 18 years and older; 2201 Respondents
Further information regarding this statistic can be found on [page 55](#).
Source(s): Morning Consult; [ID 879200](#)

Share of notebook unit shipments by brand in North America in 2018

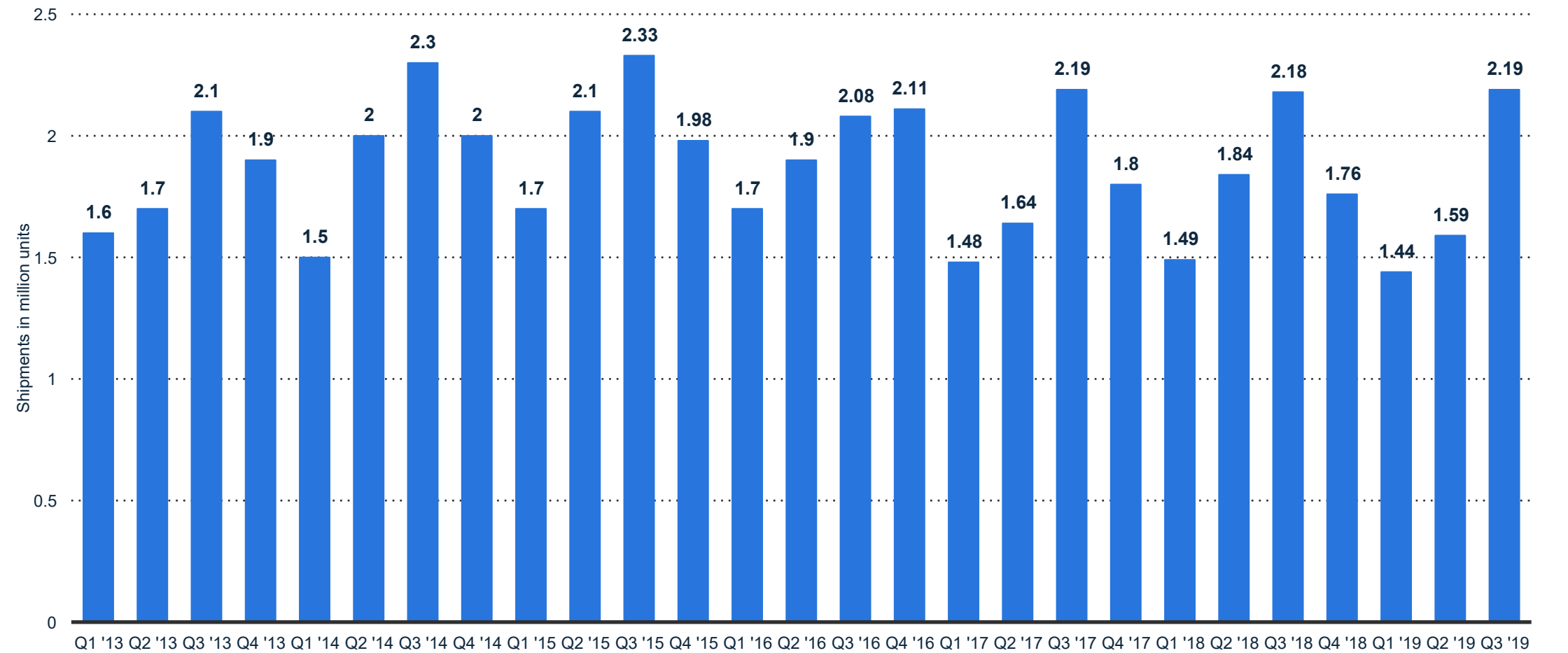
North America notebook share by brand 2018



Note: Canada, United States; 2018
Further information regarding this statistic can be found on [page 56](#).
Source(s): TrendForce; [ID 818431](#)

Quarterly personal computer unit shipments from Apple in the United States from 2013 to 2019 (in millions)

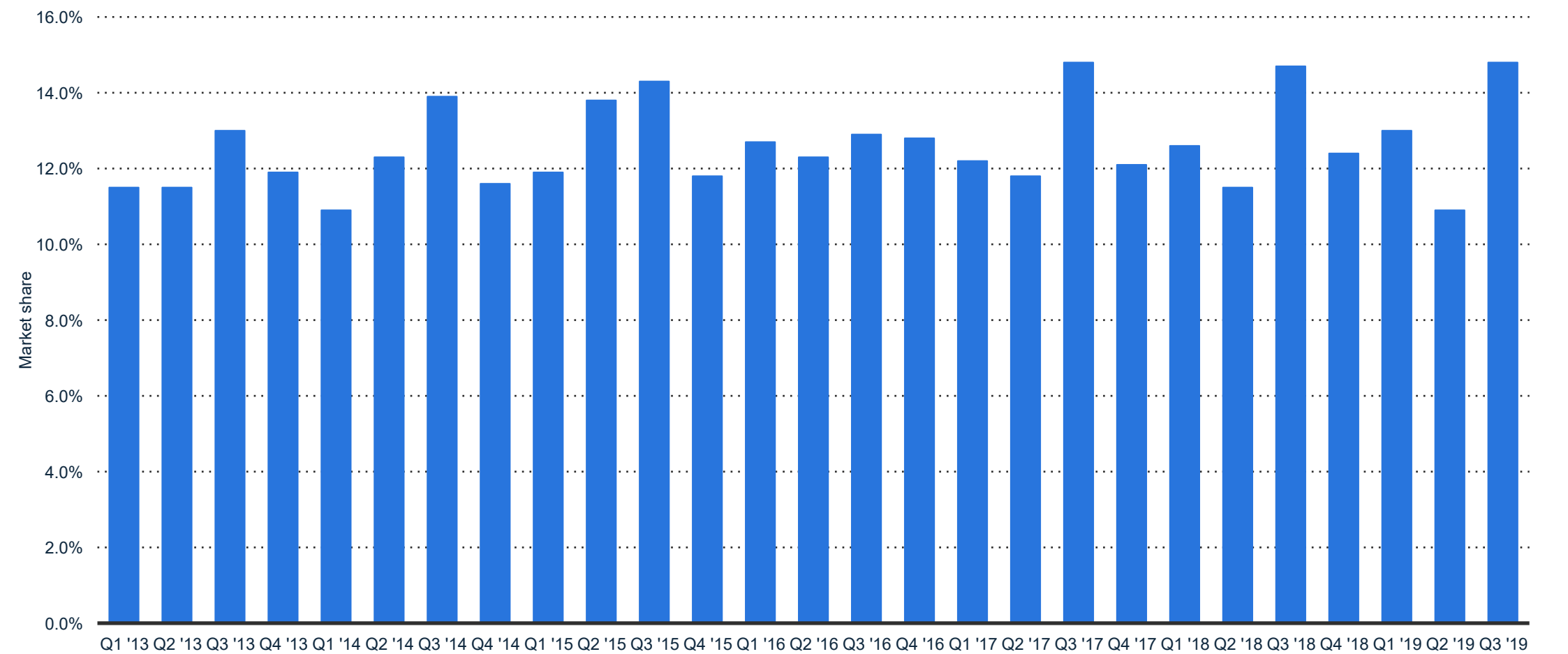
Apple's PC unit shipments in the United States 2013-2019, by quarter



Note: United States; 2013 to 2019; Includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads
Further information regarding this statistic can be found on [page 57](#).
Source(s): Gartner; [ID 576452](#)

Apple's market share of PC unit shipments in the United States from 2013 to 2019, by quarter

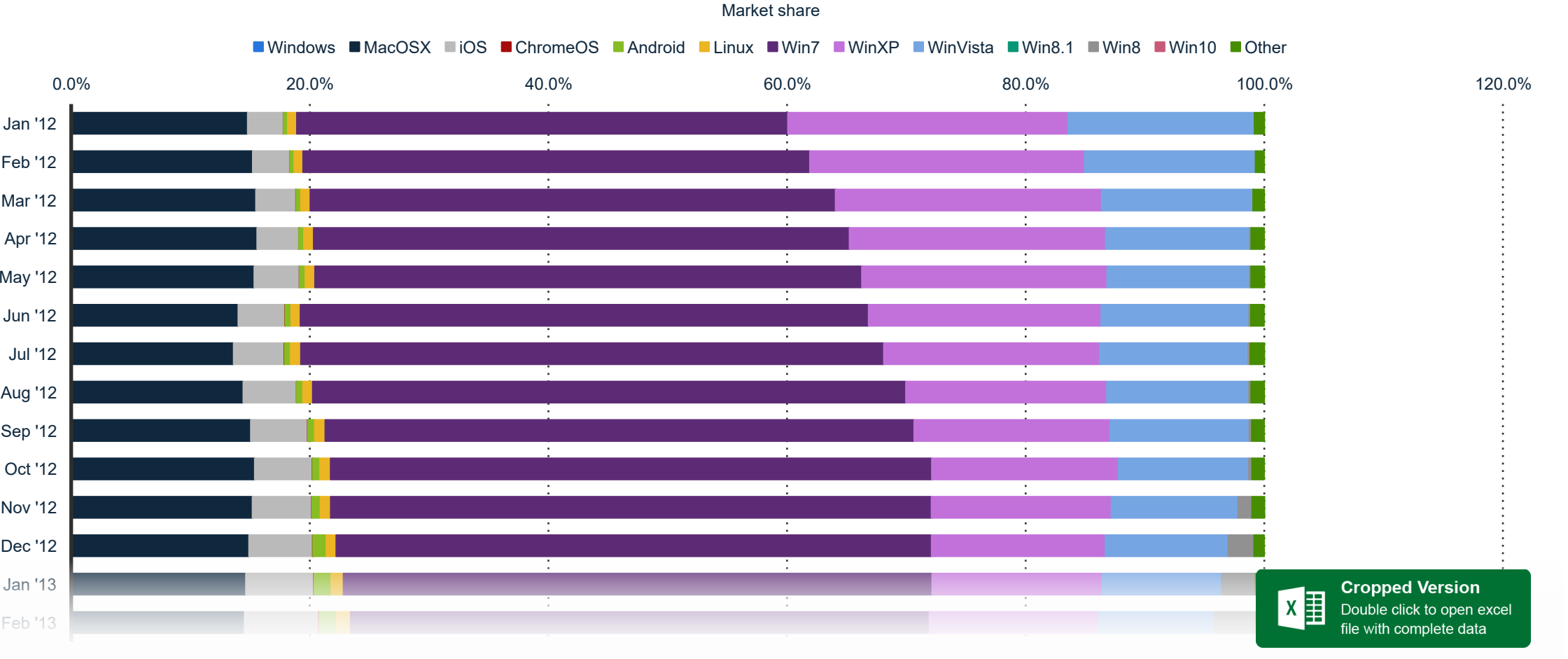
Apple's PC unit shipments share in the United States 2013-2019, by quarter



Note: United States; 2013 to 2019; Includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads
Further information regarding this statistic can be found on [page 58](#).
Source(s): Gartner; [ID 576473](#)

Market share held by the leading computer operating systems in the United States from January 2012 to October 2019

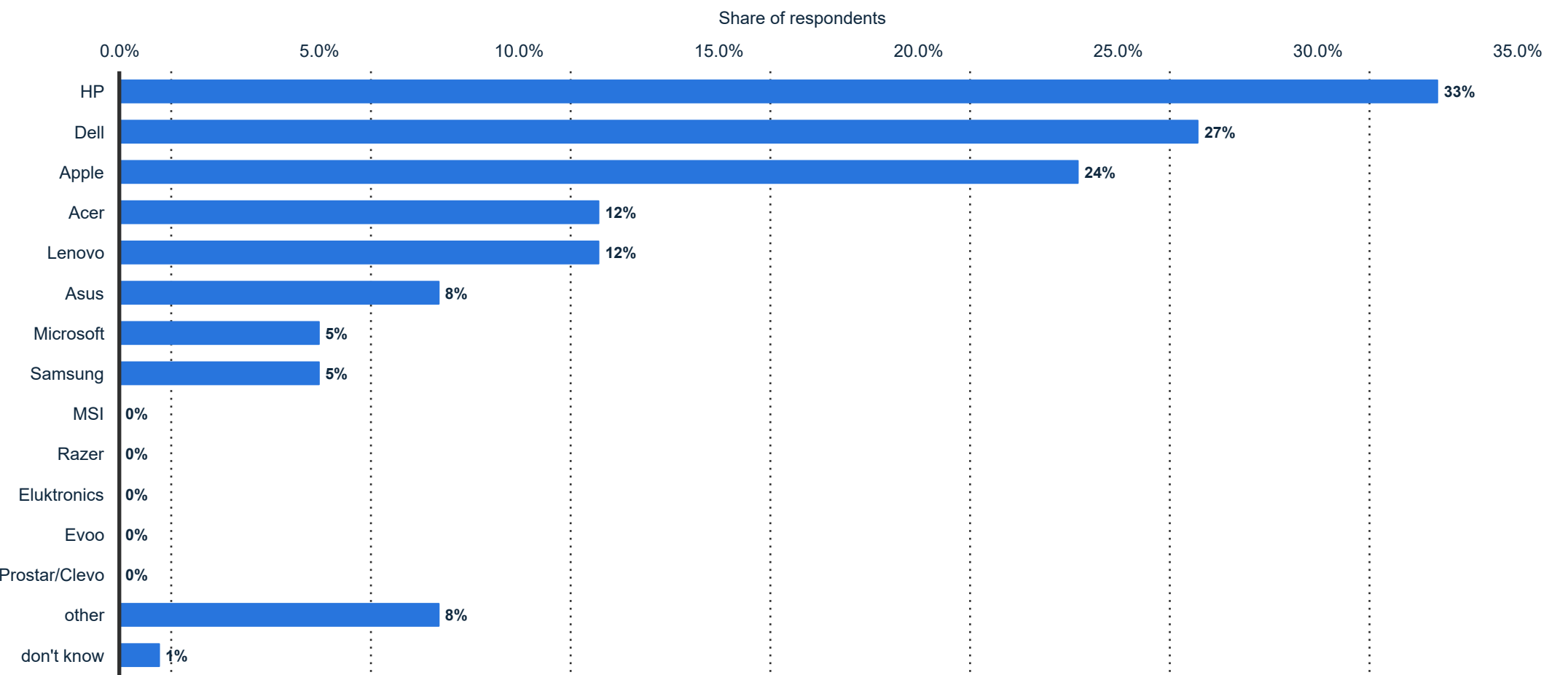
Market share held by PC operating systems in the U.S. 2012-2019, by month



Note: United States; January 2012 to October 2019
Further information regarding this statistic can be found on [page 59](#).
Source(s): StatCounter; [ID 272667](#)

What brands are the laptops in your household?

Laptop ownership by brand in the U.S. 2019



Note: United States; February 23 to March 21, 2019; 18-64 years; 1719 Respondents; respondents who have a laptop in their household
Further information regarding this statistic can be found on [page 60](#).
Source(s): Statista Global Consumer Survey; [ID 997234](#)



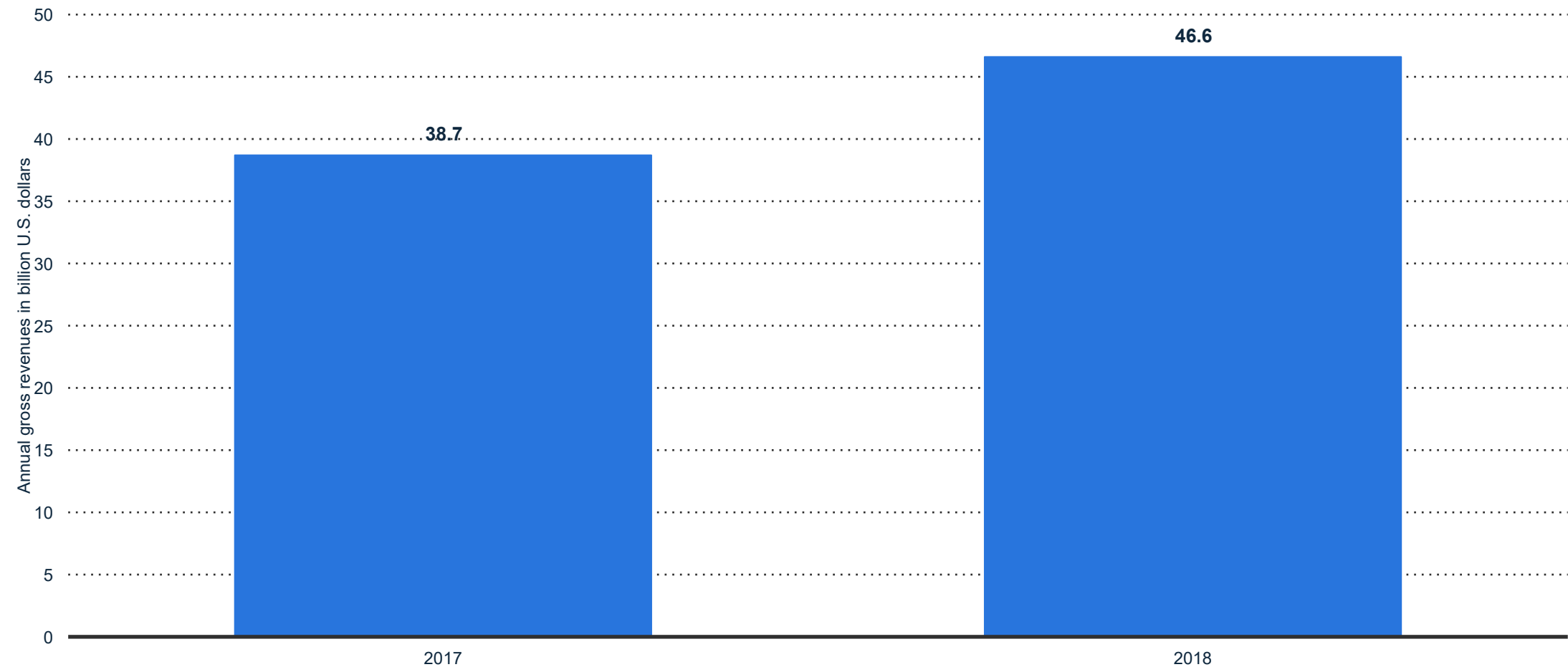
APPS & SERVICES

Apple products in the U.S.



Worldwide gross app revenue of the Apple App Store from 2017 to 2018 (in billion U.S. dollars)

Apple App Store: annual gross app revenue 2017-2018



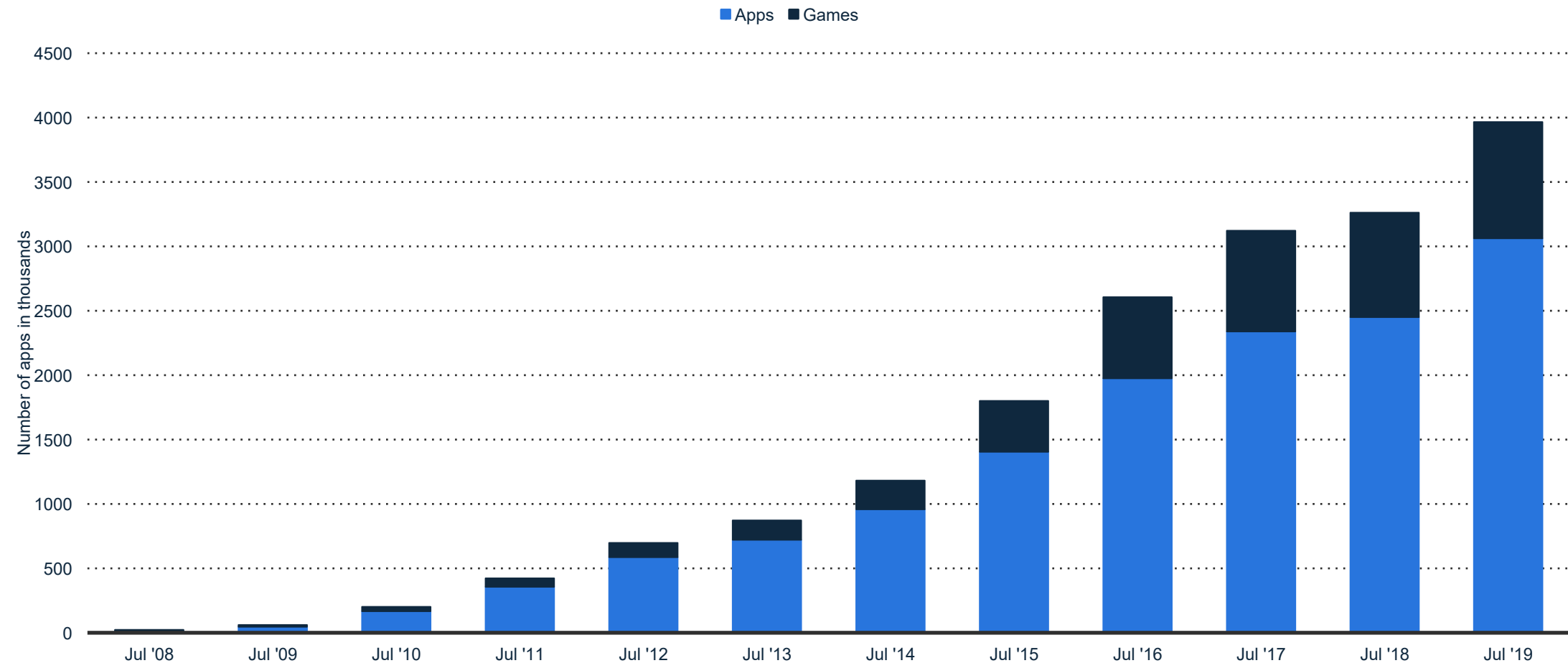
Note: Worldwide; 2017 and 2018; amount spent on in-app purchases, subscriptions, and premium apps

Further information regarding this statistic can be found on [page 61](#).

Source(s): Sensor Tower; [ID 296226](#)

Number of available apps in the Apple App Store from 2008 to 2019 (in 1,000s)

Number of active apps from the Apple App Store 2008-2019



Note: United States; July 2008 to July 2019; cumulative
Further information regarding this statistic can be found on [page 62](#).
Source(s): PocketGamer.biz; [ID 268251](#)

Most popular Apple App Store categories from 1st quarter 2016 to 3rd quarter 2019, by number of downloads (in millions)

Leading Apple App Store categories 2016-2019, by download volume

	Games	Photo & video	Entertainment	Utilities	Social networking	Shopping
Q1 '16	2,050	515	543	405	455	-
Q2 '16	1,870	496	496	380	447	-
Q3 '16	2,030	500	524	425	391	-
Q4 '16	1,900	493	520	414	423	-
Q1 '17	2,070	529	539	437	413	-
Q2 '17	1,910	495	493	409	394	-
Q3 '17	2,230	535	540	448	455	-
Q4 '17	2,110	533	537	451	444	387
Q1 '18	2,420	599	586	485	446	-
Q2 '18	2,140	556	484	455	392	-
Q3 '18	2,280	580	497	472	417	387
Q4 '18	2,090	567	472	451	-	430
Q1 '19	2,200	570	491	450	446	-
Q2 '19	2,250	571	465	459	398	-
Q3 '19	2,440	592	535	476	-	456

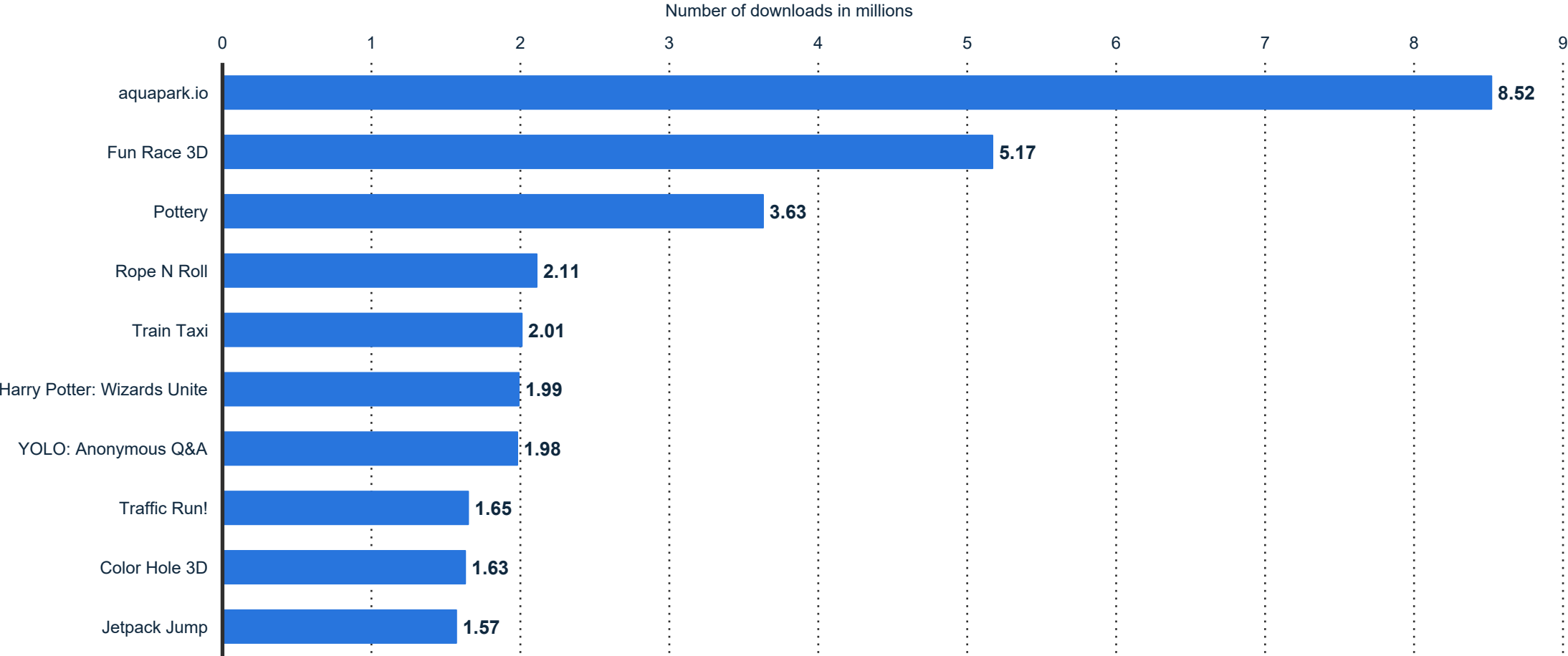
Note: United States; Q1 2016 to Q3 2019; iPhone & iPad; excluding Apple apps; unique installs only

Further information regarding this statistic can be found on [page 63](#).

Source(s): Sensor Tower; [ID 237336](#)

Leading iPhone apps in the Apple App Store in the United States in June 2019, by number of downloads (in millions)

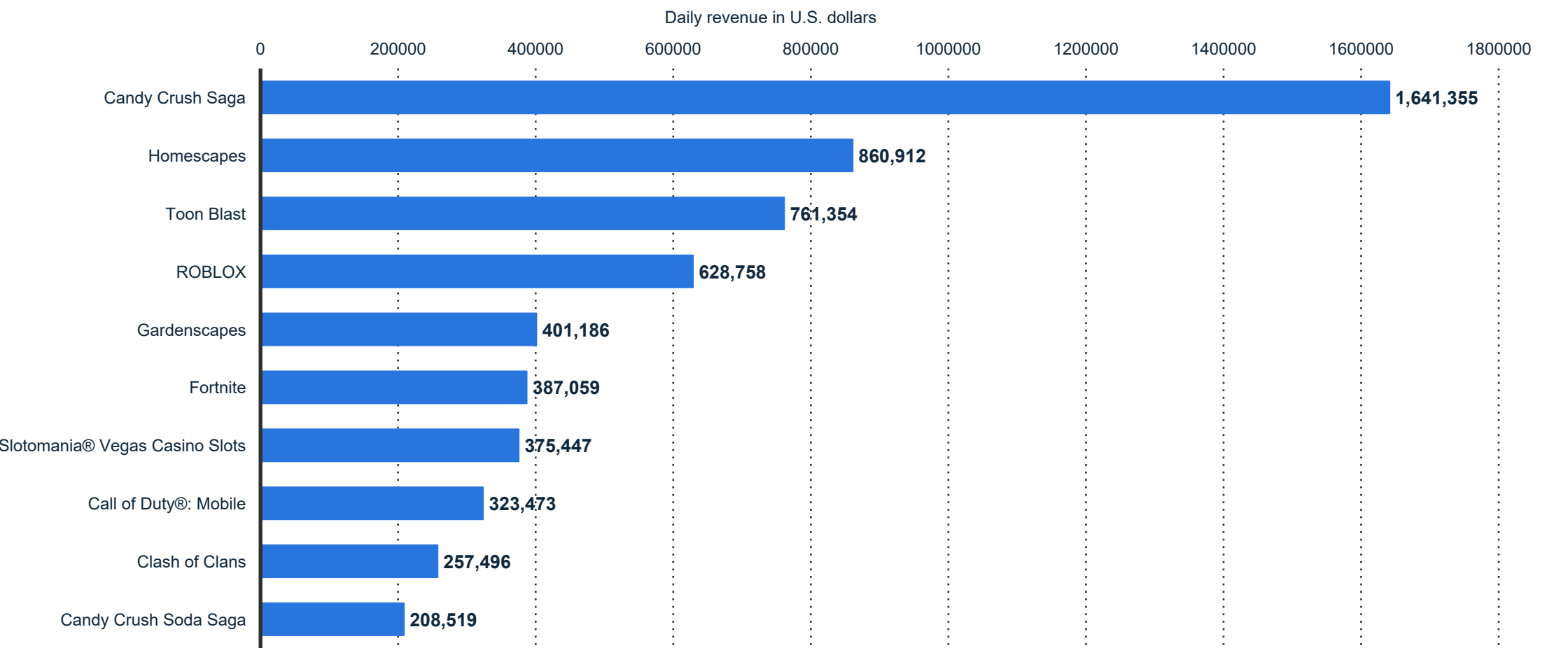
Leading iPhone apps in the U.S. 2019, by downloads



Note: United States; June 2019; iPhone apps only, excluding iPad apps
Further information regarding this statistic can be found on [page 64](#).
Source(s): Piori Data; [ID 695857](#)

Top grossing iPhone mobile gaming apps in the United States as of November 2019, ranked by daily revenue (in U.S. dollars)

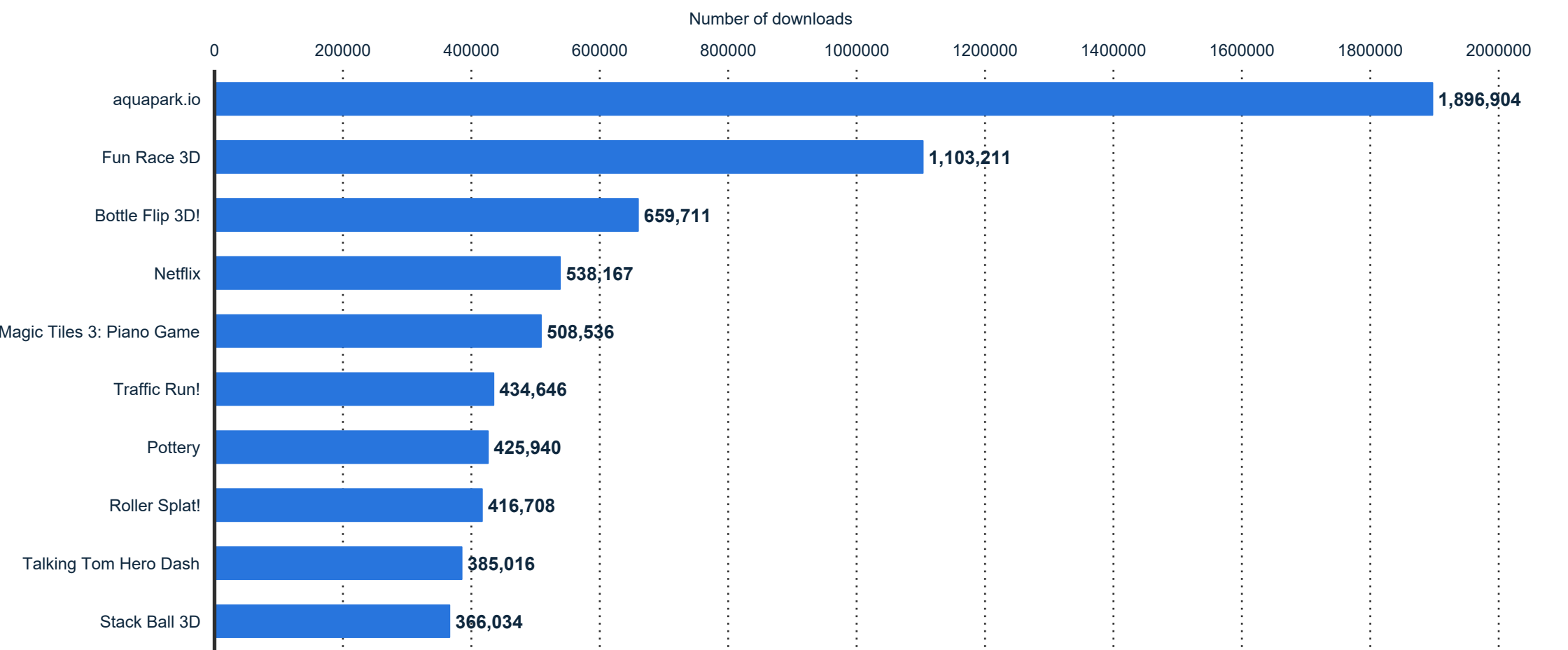
Top grossing iOS mobile gaming apps 2019, ranked by daily revenue



Note: United States; November 20, 2019; iPhone only
Further information regarding this statistic can be found on [page 65](#).
Source(s): Think Gaming; [ID 263988](#)

Leading iPad apps in the Apple App Store in the United States in June 2019, by number of downloads

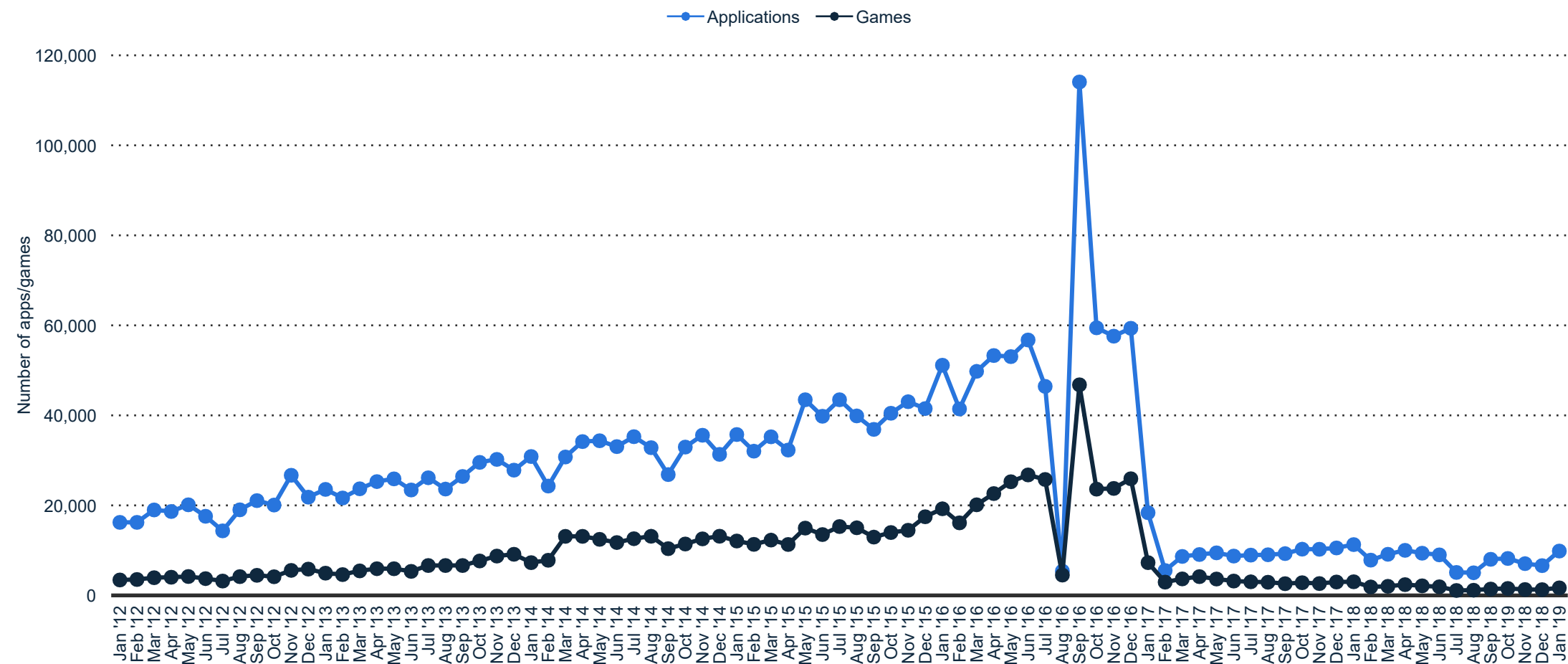
Leading iPad apps in the U.S. 2019, by downloads



Note: United States; June 2019; based on downloads to U.S. devices
Further information regarding this statistic can be found on [page 66](#).
Source(s): Piori Data; [ID 690838](#)

Number of newly developed applications/games submitted for release to the iTunes App Store from 2012 to 2018

Number of new apps/games submitted to the iTunes store per month 2012-2018



Note: Worldwide
Further information regarding this statistic can be found on [page 67](#).
Source(s): PocketGamer.biz; [ID 258160](#)

REFERENCES

Apple products in the U.S.

Global revenue of Apple from 2004 to 2019* (in billion U.S. dollars)

Apple's revenue worldwide 2004-2019

Source and methodology information

Source(s)	Apple
Conducted by	Apple
Survey period	Fiscal years 2004 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apple
Publication date	October 2019
Original source	Apple 2019 Annual Report, page 29
Website URL	visit the website

Notes:

*Fiscal years. Apple's fiscal year ends in September of each year.

[Back to statistic](#)

Revenue of Apple by geographical region from the first quarter of 2012 to the 4th quarter of 2019 (in billion U.S. dollars)

Apple's revenue broken down by geographical region 2012-2019, by quarter

Source and methodology information

Source(s)	Apple
Conducted by	Apple
Survey period	2012 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apple
Publication date	October 2019
Original source	Apple - Consolidated Financial Statements 4Q19, page 1
Website URL	visit the website

Notes:

The quarterly periods for Apple's fiscal year include the following: early October to late December of the previous year (first quarter), early January to late March of the stated year (second quarter), early April to late June of the stated year (3rd quarter) and early July to late September of the stated year (4th quarter).

[Back to statistic](#)

Share of Apple's revenue by geographical region from the 1st quarter of 2012 to the 4th quarter of 2019

Apple's revenue share by geographical region 2012-2019, by quarter

Source and methodology information

Source(s)	Apple; Statista
Conducted by	Apple; Statista
Survey period	2012 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apple; Statista
Publication date	October 2019
Original source	Apple - Consolidated Financial Statements 4Q19, page 1
Website URL	visit the website

Notes:

The quarterly periods for Apple's fiscal year include the following: early October to late December of the previous year (first quarter), early January to late March of the stated year (second quarter), early April to late June of the stated year (3rd quarter) and early July to late September of the stated year (4th quarter). Data calculated by Statista based on regional sales figure and overall sales figure.

[Back to statistic](#)

Revenue of Apple by operating segment from the first quarter of 2012 to the 4th quarter of 2019 (in billion U.S. dollars)

Apple's revenue broken down by operating segments 2012-2019, by quarter

Source and methodology information

Source(s)	Apple
Conducted by	Apple
Survey period	2012 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apple
Publication date	October 2019
Original source	Apple - Consolidated Financial Statements 4Q19, page 1
Website URL	visit the website

Notes:

The quarterly periods for Apple's fiscal year include the following: early October to late December of the previous year (first quarter), early January to late March of the stated year (second quarter), early April to late June of the stated year (3rd quarter) and early July to late September of the stated year (4th quarter). * Includes deferrals and amortization of related non-software services and software upgrade rights. ** Includes revenue from the iTunes Store, the App Store, the Mac App Store, the iBooks Store, AppleCare, Apple Pay, licensing and other services. *** Includes deferrals and amortization of related non-software services and software upgrade rights. Includes sales of Apple Watch, Beats products, iPod, Apple TV, Beats Electronics and Apple-branded and third-party accessories.

[Back to statistic](#)

Share of Apple's revenue by product category from the 1st quarter of 2012 to the 4th quarter of 2019

Apple's revenue share by operating segment 2012-2019, by quarter

Source and methodology information

Source(s)	Apple; Statista
Conducted by	Apple; Statista
Survey period	2012 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Apple; Statista
Publication date	October 2019
Original source	Apple - Consolidated Financial Statements 4Q19, page 1
Website URL	visit the website

Notes:

The quarterly periods for Apple's fiscal year include the following: early October to late December of the previous year (first quarter), early January to late March of the stated year (second quarter), early April to late June of the stated year (3rd quarter) and early July to late September of the stated year (4th quarter). * Includes deferrals and amortization of related non-software services and software upgrade rights. ** Includes revenue from the iTunes Store, the App Store, the Mac App Store, the iBooks Store, AppleCare, Apple Pay, licensing and other services. *** Includes deferrals and amortization of related non-software services and software upgrade rights. Includes sales of iPod, Apple TV, Beats Electronics and Apple-branded and third-party accessories. Data calculated by Statista based on product sales figures and overall sales figures.

[Back to statistic](#)

Installed base of the Apple iPhone in the United States from March 2016 to March 2019 (in million units)

Apple iPhone installed base in the U.S. 2016-2019

Source and methodology information

Source(s)	Consumer Intelligence Research Partners; 9 to 5 Mac; Statista estimates
Conducted by	Consumer Intelligence Research Partners; Statista estimates
Survey period	March 2016 to March 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2019
Original source	<i>n.a.</i>
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Number of iPhone users in the United States from 2012 to 2021 (in millions)

Apple iPhone smartphone users in the United States 2012-2021

Source and methodology information

Source(s)	eMarketer; Website (appleworld.today)
Conducted by	eMarketer
Survey period	2012 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	eMarketer; Website (appleworld.today)
Publication date	March 2019
Original source	emarketer.com
Website URL	visit the website

Notes:

* Forecast

[Back to statistic](#)

Smartphone sales OS market share in the United States from 2013 to 2018, by month

Market share operating systems U.S. smartphone sales 2013-2018, by month

Source and methodology information

Source(s)	Kantar Worldpanel
Conducted by	Kantar Worldpanel
Survey period	2013 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kantar Worldpanel
Publication date	January 2019
Original source	kantarworldpanel.com
Website URL	visit the website

Notes:

* ComTech tracks mobile phone behaviour, including purchasing of phones, mobile phone bills/airtime, source of purchase and phone usage. The data excludes enterprise sales.s

[Back to statistic](#)

Subscriber share held by smartphone operating systems in the United States from 2012 to 2019

U.S. smartphone subscriber share by operating platform 2012-2019, by month

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	2012 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	13 years and older
Special characteristics	Smartphone subscribers
Published by	comScore
Publication date	November 2019
Original source	comscore.com
Website URL	visit the website

Notes:

The figure for each month is calculated from the average over the three month period prior to the respective month.

[Back to statistic](#)

Share of smartphone models sold in the United States from 2017 to 2019, by model

Smartphone market share in the U.S. 2017-2019, by model

Source and methodology information

Source(s)	Counterpoint Research
Conducted by	Counterpoint Research
Survey period	2017 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Counterpoint Research
Publication date	November 2019
Original source	counterpointresearch.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Share of smartphone users that use an Apple iPhone in the United States from 2014 to 2021

iPhone users as share of smartphone users in the United States 2014-2021

Source and methodology information

Source(s)	eMarketer; Website (appleworld.today); Forbes
Conducted by	eMarketer
Survey period	2014 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Individuals of any age group who own at least one smartphone and use the smartphone(s) at least once per month.
Published by	eMarketer; Website (appleworld.today); Forbes
Publication date	March 2019
Original source	forbes.com
Website URL	visit the website

Notes:

* Forecast

[Back to statistic](#)

Sales share of the Apple iPhone by model in the United States from 2014 to 2019

Apple iPhone shipments share by model in the U.S. 2014-2019

Source and methodology information

Source(s)	Consumer Intelligence Research Partners; Website (9to5mac.com; patentiyapple.com); Statista estimates
Conducted by	Consumer Intelligence Research Partners; Statista estimates
Survey period	2014 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	August 2019
Original source	<i>n.a.</i>
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Share of people using an Apple smartphone for business purposes in the United States in 2018, by age

Share of people using an Apple smartphone for business purposes in the U.S. 2018

Source and methodology information

Source(s)	Statista Survey (Global Consumer Survey)
Conducted by	Statista Survey (Global Consumer Survey); Cint
Survey period	November 22 to December 27, 2017 and April 11 to May 28, 2018
Region(s)	United States
Number of respondents	20,409
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista Survey (Global Consumer Survey)
Publication date	June 2018
Original source	Statista Global Consumer Survey 2018
Website URL	visit the website

Notes:

Answering this question was optional for respondents, based on the individual relevance of the topic (profiling data). See the Global Consumer Survey methodology for details. Multiple answers were possible. The original question was "What brand of smartphone do you use for business purposes?"

[Back to statistic](#)

iPhone owners' upgrade intentions in the United States as of August 2018, by model

Upgrade intentions of iPhone users in the U.S. 2018, by model

Source and methodology information

Source(s)	Loup Ventures
Conducted by	Loup Ventures
Survey period	August 2018
Region(s)	United States
Number of respondents	530
Age group	<i>n.a.</i>
Special characteristics	U.S. consumers
Published by	Loup Ventures
Publication date	August 2018
Original source	loupventures.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Price of an iPhone XS in selected countries in 2019 (in U.S. dollars)

Price of an iPhone XS in selected countries in 2019

Source and methodology information

Source(s)	Deutsche Bank Research
Conducted by	Deutsche Bank Research
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Deutsche Bank Research
Publication date	May 2019
Original source	Mapping the World's Prices 2019, page 14
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Market share of tablets in North America by device from 2Q'15 to 4Q'18*

Share of tablets by device (Apple iPad/Samsung Galaxy Tab) in North America 2015-2018

Source and methodology information

Source(s)	ScientiaMobile
Conducted by	ScientiaMobile
Survey period	2015 to 2018
Region(s)	North America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ScientiaMobile
Publication date	February 2019
Original source	scientiamobile.com
Website URL	visit the website

Notes:

* Based on a monthly data set of 1.8 billion records per month collected by ScientiaMobile via its device protection product WURFL.js. The location of the contributing internet domains is identified and a normalization algorithm is used to clean the data.

[Back to statistic](#)

Tablet operating systems market share in the United States from 2016 to 2019

Market share of tablet operating systems in the United States 2016-2019

Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	2016 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StatCounter
Publication date	March 2019
Original source	statcounter.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Sales share of the Apple iPad by model in the United States in 2Q'17 and 2Q'18

Share of Apple iPad shipments by model in the United States 2017-2018

Source and methodology information

Source(s)	Consumer Intelligence Research Partners; Website (9to5mac.com); Statista estimates
Conducted by	Consumer Intelligence Research Partners; Statista estimates
Survey period	2017 to 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	July 2018
Original source	<i>n.a.</i>
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Apple iPad ownership rate in the United States as of February 2018, by age group

iPad penetration rate in the U.S. 2018, by age group

Source and methodology information

Source(s)	Morning Consult
Conducted by	Morning Consult
Survey period	February 1st to 4th, 2018
Region(s)	United States
Number of respondents	2201
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Morning Consult
Publication date	February 2018
Original source	Morning Consult National Tracking Poll #180126 February 01-04, 2018, page 11
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Share of notebook unit shipments by brand in North America in 2018

North America notebook share by brand 2018

Source and methodology information

Source(s)	TrendForce
Conducted by	TrendForce
Survey period	2018
Region(s)	Canada, United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	TrendForce
Publication date	May 2019
Original source	trendforce.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Quarterly personal computer unit shipments from Apple in the United States from 2013 to 2019 (in millions)

Apple's PC unit shipments in the United States 2013-2019, by quarter

Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	2013 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads
Published by	Gartner
Publication date	October 2019
Original source	gartner.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Apple's market share of PC unit shipments in the United States from 2013 to 2019, by quarter

Apple's PC unit shipments share in the United States 2013-2019, by quarter

Source and methodology information

Source(s)	Gartner
Conducted by	Gartner
Survey period	2013 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Includes desk-based PCs, notebook PCs and ultramobile premiums (such as Microsoft Surface), but not Chromebooks or iPads
Published by	Gartner
Publication date	October 2019
Original source	gartner.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Market share held by the leading computer operating systems in the United States from January 2012 to October 2019

Market share held by PC operating systems in the U.S. 2012-2019, by month

Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	January 2012 to October 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StatCounter
Publication date	November 2019
Original source	gs.statcounter.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

What brands are the laptops in your household?

Laptop ownership by brand in the U.S. 2019

Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	February 23 to March 21, 2019
Region(s)	United States
Number of respondents	1719
Age group	18-64 years
Special characteristics	respondents who have a laptop in their household
Published by	Statista
Publication date	April 2019
Original source	statista.com
Website URL	visit the website

Notes:

Multiple answers were possible.

[Back to statistic](#)

Worldwide gross app revenue of the Apple App Store from 2017 to 2018 (in billion U.S. dollars)

Apple App Store: annual gross app revenue 2017-2018

Source and methodology information

Source(s)	Sensor Tower
Conducted by	Sensor Tower
Survey period	2017 and 2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	amount spent on in-app purchases, subscriptions, and premium apps
Published by	Sensor Tower
Publication date	January 2019
Original source	sensortower.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Number of available apps in the Apple App Store from 2008 to 2019 (in 1,000s)

Number of active apps from the Apple App Store 2008-2019

Source and methodology information

Source(s)	PocketGamer.biz
Conducted by	PocketGamer.biz
Survey period	July 2008 to July 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	cumulative
Published by	PocketGamer.biz
Publication date	September 2019
Original source	pocketgamer.biz
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Most popular Apple App Store categories from 1st quarter 2016 to 3rd quarter 2019, by number of downloads (in millions)

Leading Apple App Store categories 2016-2019, by download volume

Source and methodology information

Source(s)	Sensor Tower
Conducted by	Sensor Tower
Survey period	Q1 2016 to Q3 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	iPhone & iPad; excluding Apple apps; unique installs only
Published by	Sensor Tower
Publication date	October 2019
Original source	Store Intelligence Q3 2019 Data Digest, page 28
Website URL	visit the website

Notes:

Data not available for missing quarters.

[Back to statistic](#)

Leading iPhone apps in the Apple App Store in the United States in June 2019, by number of downloads (in millions)

Leading iPhone apps in the U.S. 2019, by downloads

Source and methodology information

Source(s)	Priori Data
Conducted by	Priori Data
Survey period	June 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	iPhone apps only, excluding iPad apps
Published by	Priori Data
Publication date	July 2019
Original source	prioridata.com
Website URL	visit the website

Notes:

Figures were rounded.

[Back to statistic](#)

Top grossing iPhone mobile gaming apps in the United States as of November 2019, ranked by daily revenue (in U.S. dollars)

Top grossing iOS mobile gaming apps 2019, ranked by daily revenue

Source and methodology information

Source(s)	Think Gaming
Conducted by	Think Gaming
Survey period	November 20, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	iPhone only
Published by	Think Gaming
Publication date	November 2019
Original source	thinkgaming.com
Website URL	visit the website

Notes:

iPhone only, excluding iPad. All revenue figures are estimates.

[Back to statistic](#)

Leading iPad apps in the Apple App Store in the United States in June 2019, by number of downloads

Leading iPad apps in the U.S. 2019, by downloads

Source and methodology information

Source(s)	Priori Data
Conducted by	Priori Data
Survey period	June 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	based on downloads to U.S. devices
Published by	Priori Data
Publication date	July 2019
Original source	prioridata.com
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)

Number of newly developed applications/games submitted for release to the iTunes App Store from 2012 to 2018

Number of new apps/games submitted to the iTunes store per month 2012-2018

Source and methodology information

Source(s)	PocketGamer.biz
Conducted by	PocketGamer.biz
Survey period	January 2012 to January 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PocketGamer.biz
Publication date	February 2019
Original source	pocketgamer.biz
Website URL	visit the website

Notes:

n.a.

[Back to statistic](#)