

Story 2

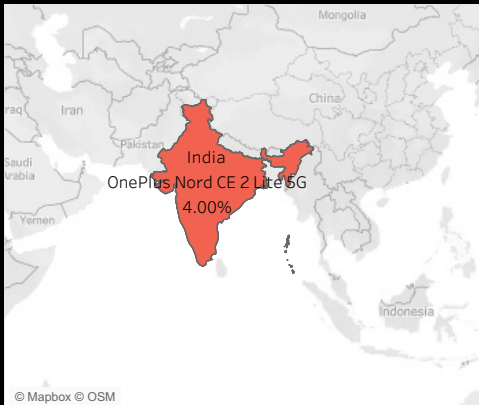
Apple continues to strengthen its standing in smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial Launch, more than 1.9 billion iPhones has been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

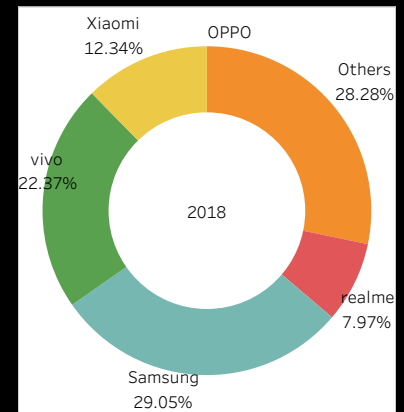
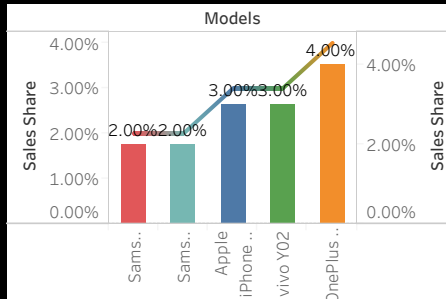
iPhone sales generated \$205 billion revenue for Apple in 2022, more than microsoft's total revenue. It sold 232 billion iPhone units that year.

Comparative analysis amongst varies other leading brands in the smartph..

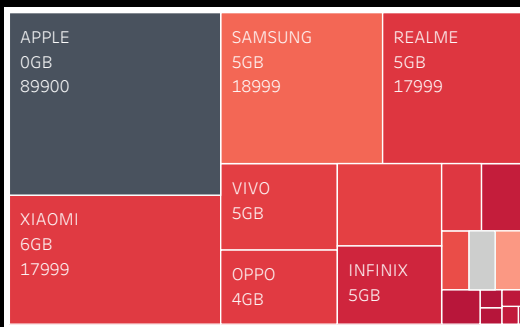
Global Market Share



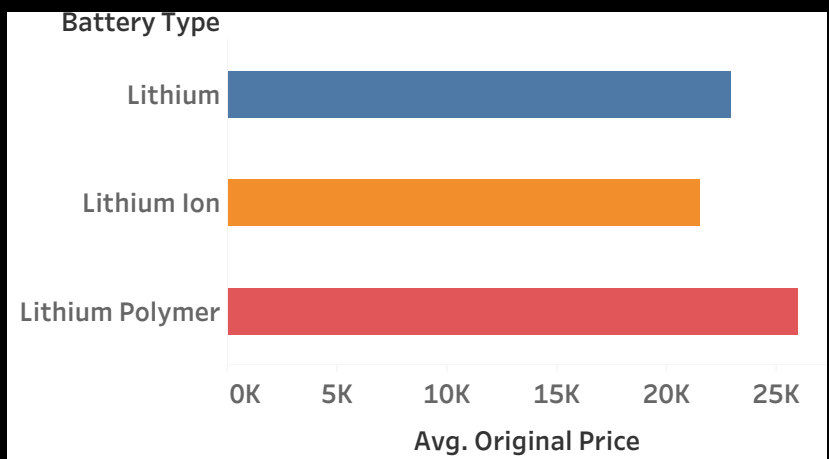
Country Wise best selling smartphone



Brand Price Comparison



Battery Type Distribution



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Year2022BrandAPPLEColourMultiple ..

KPI

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334

Brand	Discount Percent..	Mrp	Star Rating	Sale Price
Apple	0	77,000	5	77,000

Annual Revenue (2006-2022)

Year	Revenue (\$bn)
2006	19.1
2007	37.4
2008	65.0
2009	108.0
2010	156.3
2011	170.8
2012	233.6
2013	215.4
2014	265.5
2015	260.1
2016	274.5
2017	365.8
2018	394.3
2019	365.8
2020	365.8
2021	365.8
2022	394.3

Modal- Share

Model	Share
Apple iPhone 14 Pro Max	17.00%
Apple iPhone 14	17.00%
Apple iPhone 14 Pro	
Apple iPhone 14 Plus	

Modal Specification

Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE I..	A Bionic..	12MP	12MP + ..	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	149,800
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	189,800
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	99,900

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Apple continues to strengthen its position in the smartphone market.	More than 1 billion consumers currently use iPhones. Since its initial Launch, more than 1.9 billion iPhones has been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.	iPhone sales generated \$205 billion revenue for Apple in 2022, more than microsoft's total revenue. It sold 232 billion iPhone units that year.	Comparative analysis amongst varies other leading brands in the smartphone industry shows that iPhones is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph.	Although the iPhone isn't the only smartphone, it's impact is significant.
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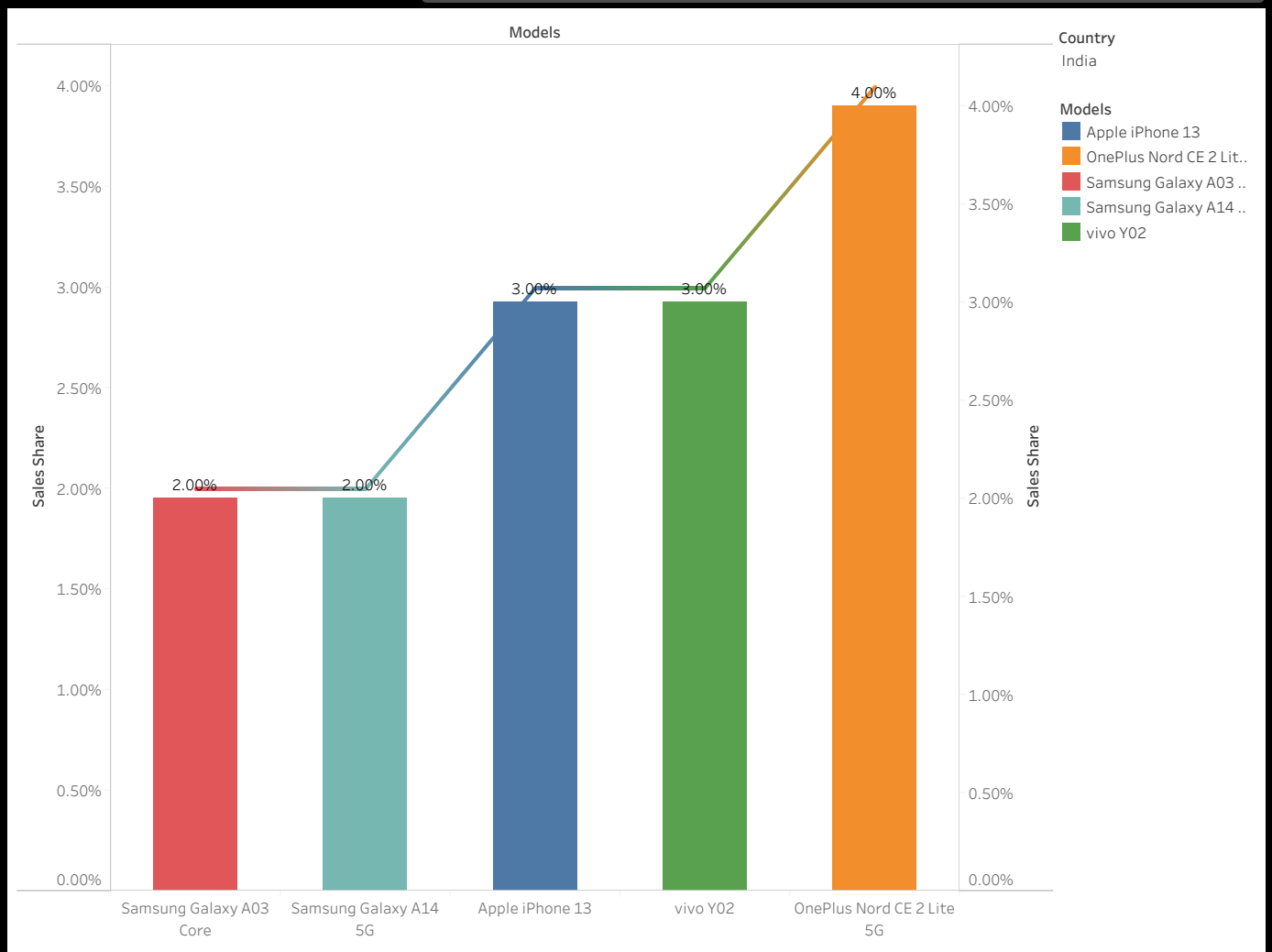
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