

Product Performance

iPhone

The following table presents iPhone net sales and unit sales information for 2018, 2017 and 2016 (dollars in millions and units in thousands):

| | 2018 | Change | 2017 | Change | 2016 |
|-------------------------------|-------------|---------------|-------------|---------------|-------------|
| Net sales | \$ 166,699 | 18% | \$ 141,319 | 3% | \$ 136,700 |
| Percentage of total net sales | 63% | | 62% | | 63% |
| Unit sales | 217,722 | —% | 216,756 | 2% | 211,884 |

iPhone net sales increased during 2018 compared to 2017 due primarily to a different mix of iPhones resulting in higher average selling prices.

iPhone net sales increased during 2017 compared to 2016 due to higher iPhone unit sales and a different mix of iPhones with higher average selling prices. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on iPhone net sales during 2017.

iPad

The following table presents iPad net sales and unit sales information for 2018, 2017 and 2016 (dollars in millions and units in thousands):

| | 2018 | Change | 2017 | Change | 2016 |
|-------------------------------|-------------|---------------|-------------|---------------|-------------|
| Net sales | \$ 18,805 | (2)% | \$ 19,222 | (7)% | \$ 20,628 |
| Percentage of total net sales | 7% | | 8% | | 10% |
| Unit sales | 43,535 | — % | 43,753 | (4)% | 45,590 |

iPad net sales decreased during 2018 compared to 2017 due primarily to a different mix of iPads resulting in lower average selling prices. The strength in foreign currencies relative to the U.S. dollar had a favorable impact on iPad net sales during 2018.

iPad net sales decreased during 2017 compared to 2016 due to lower iPad unit sales and a different mix of iPads with lower average selling prices. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on iPad net sales during 2017.

Mac

The following table presents Mac net sales and unit sales information for 2018, 2017 and 2016 (dollars in millions and units in thousands):

| | 2018 | Change | 2017 | Change | 2016 |
|-------------------------------|-------------|---------------|-------------|---------------|-------------|
| Net sales | \$ 25,484 | (1)% | \$ 25,850 | 13% | \$ 22,831 |
| Percentage of total net sales | 10% | | 11% | | 11% |
| Unit sales | 18,209 | (5)% | 19,251 | 4% | 18,484 |

Mac net sales decreased during 2018 compared to 2017 due primarily to lower Mac unit sales, partially offset by a different mix of Macs with higher average selling prices. The strength in foreign currencies relative to the U.S. dollar had a favorable impact on Mac net sales during 2018.

Mac net sales increased during 2017 compared to 2016 due primarily to a different mix of Macs with higher average selling prices and higher Mac unit sales. The weakness in foreign currencies relative to the U.S. dollar had an unfavorable impact on Mac net sales during 2017.