

Sales Data

The following table shows net sales by operating segment and net sales and unit sales by product during 2016, 2015 and 2014 (dollars in millions and units in thousands):

	2016	Change	2015	Change	2014
Net Sales by Operating Segment:					
Americas	\$ 86,613	(8)%	\$ 93,864	17 %	\$ 80,095
Europe	49,952	(1)%	50,337	14 %	44,285
Greater China	48,492	(17)%	58,715	84 %	31,853
Japan	16,928	8 %	15,706	3 %	15,314
Rest of Asia Pacific	13,654	(10)%	15,093	34 %	11,248
Total net sales	<u>\$ 215,639</u>	(8)%	<u>\$ 233,715</u>	28 %	<u>\$ 182,795</u>
Net Sales by Product:					
iPhone ⁽¹⁾	\$ 136,700	(12)%	\$ 155,041	52 %	\$ 101,991
iPad ⁽¹⁾	20,628	(11)%	23,227	(23)%	30,283
Mac ⁽¹⁾	22,831	(10)%	25,471	6 %	24,079
Services ⁽²⁾	24,348	22 %	19,909	10 %	18,063
Other Products ⁽¹⁾⁽³⁾	11,132	11 %	10,067	20 %	8,379
Total net sales	<u>\$ 215,639</u>	(8)%	<u>\$ 233,715</u>	28 %	<u>\$ 182,795</u>
Unit Sales by Product:					
iPhone	211,884	(8)%	231,218	37 %	169,219
iPad	45,590	(17)%	54,856	(19)%	67,977
Mac	18,484	(10)%	20,587	9 %	18,906

(1) Includes deferrals and amortization of related software upgrade rights and non-software services.

(2) Includes revenue from Internet Services, AppleCare[®], Apple Pay, licensing and other services.

(3) Includes sales of Apple TV, Apple Watch, Beats[®] products, iPod and Apple-branded and third-party accessories.