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	e 2015		Change	2014	
\$	86,613	(8)%	\$	93,864	17 %	\$	80,095
	49,952	(1)%		50,337	14 %		44,285
	48,492	(17)%		58,715	84 %		31,853
	16,928	8 %		15,706	3 %		15,314
	13,654	(10)%		15,093	34 %		11,248
\$	215,639	(8)%	\$	233,715	28 %	\$	182,795
\$	136,700	(12)%	\$	155,041	52 %	\$	101,991
	20,628	(11)%		23,227	(23)%		30,283
	22,831	(10)%		25,471	6 %		24,079
	24,348	22 %		19,909	10 %		18,063
	11,132	11 %		10,067	20 %		8,379
\$	215,639	(8)%	\$	233,715	28 %	\$	182,795
	211,884	(8)%		231,218	37 %		169,219
	45,590	(17)%		54,856	(19)%		67,977
	18,484	(10)%		20,587	9 %		18,906
	\$	\$ 86,613 49,952 48,492 16,928 13,654 \$ 215,639 \$ 136,700 20,628 22,831 24,348 11,132 \$ 215,639 211,884 45,590	\$ 86,613 (8)% 49,952 (1)% 48,492 (17)% 16,928 8 % 13,654 (10)% \$ 215,639 (8)% \$ 136,700 (12)% 20,628 (11)% 22,831 (10)% 24,348 22 % 11,132 11 % \$ 215,639 (8)% 211,884 (8)% 45,590 (17)%	\$ 86,613 (8)% \$ 49,952 (1)% 48,492 (17)% 16,928 8 % 13,654 (10)% \$ 215,639 (8)% \$ \$ 136,700 (12)% \$ 20,628 (11)% 22,831 (10)% 24,348 22 % 11,132 11 % \$ 215,639 (8)% \$ 211,884 (8)% 45,590 (17)%	\$ 86,613 (8)% \$ 93,864 49,952 (1)% 50,337 48,492 (17)% 58,715 16,928 8% 15,706 13,654 (10)% 15,093 \$ 215,639 (8)% \$ 233,715 \$ 136,700 (12)% \$ 155,041 20,628 (11)% 23,227 22,831 (10)% 25,471 24,348 22% 19,909 11,132 11% 10,067 \$ 215,639 (8)% \$ 233,715 \$ 211,884 (8)% 231,218 45,590 (17)% 54,856	\$ 86,613 (8)% \$ 93,864 17 % 49,952 (1)% 50,337 14 % 48,492 (177)% 58,715 84 % 16,928 8 % 15,706 3 % 13,654 (10)% 15,093 34 % \$ 215,639 (8)% \$ 233,715 28 % \$ 136,700 (12)% \$ 155,041 52 % 20,628 (11)% 23,227 (23)% 22,831 (10)% 25,471 6 % 24,348 22 % 19,909 10 % 11,132 11 % 10,067 20 % \$ 215,639 (8)% \$ 233,715 28 % \$ 215,639 (8)% \$ 233,715 28 %	\$ 86,613 (8)% \$ 93,864 17 % \$ 49,952 (1)% 50,337 14 % 48,492 (17)% 58,715 84 % 16,928 8 % 15,706 3 % 13,654 (10)% 15,093 34 % \$ 215,639 (8)% \$ 233,715 28 % \$ \$ 20,628 (11)% 23,227 (23)% 22,831 (10)% 25,471 6 % 24,348 22 % 19,909 10 % 11,132 11 % 10,067 20 % \$ 215,639 (8)% \$ 233,715 28 % \$ \$ 215,639 (8)% \$ 233,715 28 % \$ \$ \$ 215,639 (8)% \$ 233,715 28 % \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

⁽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.