

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 have 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 million iPhone units that year.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone yet to make its impact in India.

Although the iPhone isn't far behind in terms of sales, it still has a long way to go to catch up with the market leader.

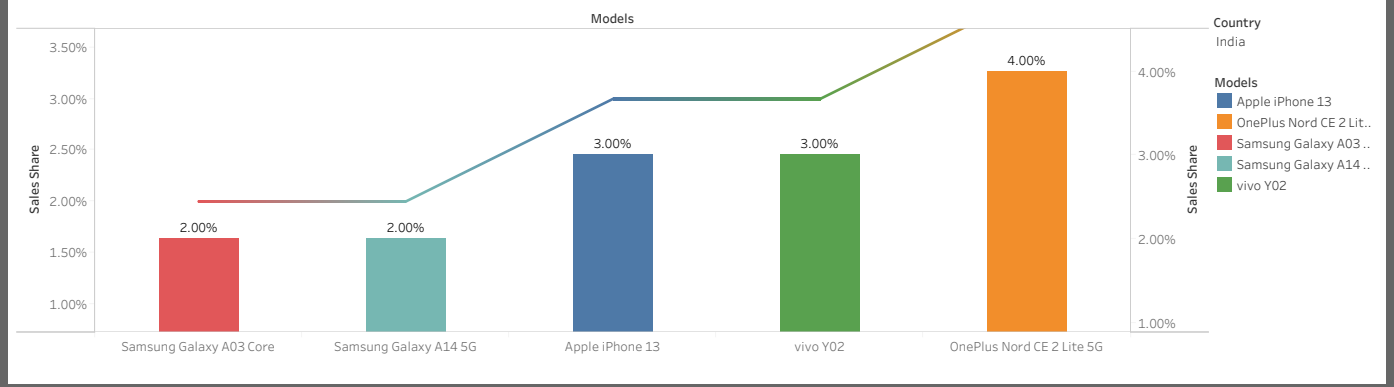


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