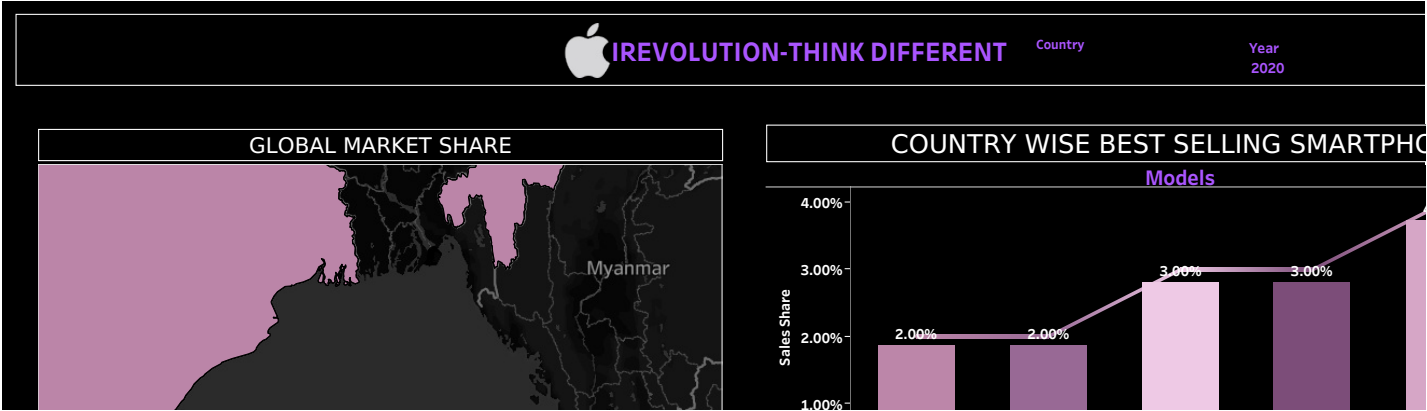


IREVOLUTION - THINK DIFFERENT

Apple continues to strengthen its standing in the 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 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.




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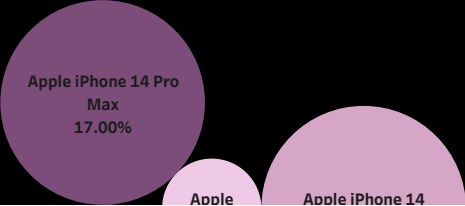
BrandAPPLE

IREVOLUTION

UpcMOBEXRG..Year2020

KPI					
Brand	Discount Percentage	Mrp	Number Of Reviews	Sale Price	Number Of Ratings
Apple	0	49,900	356	49,900	3,431

MODEL-SHARE



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

MARKET PENETRATION		
Revenue Generated	Units sold (mm)	Active Users (mm)