

## Story 1

Since its initiation in 2006 it has seen the tremendous increase in sales and revenue generation over the years, though a slight bump is being observed in 2016 but ever since it has increased to \$394.3 billion in 2022.

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US iPhones.

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft total revenue. It sold 232 million iPhones that year.

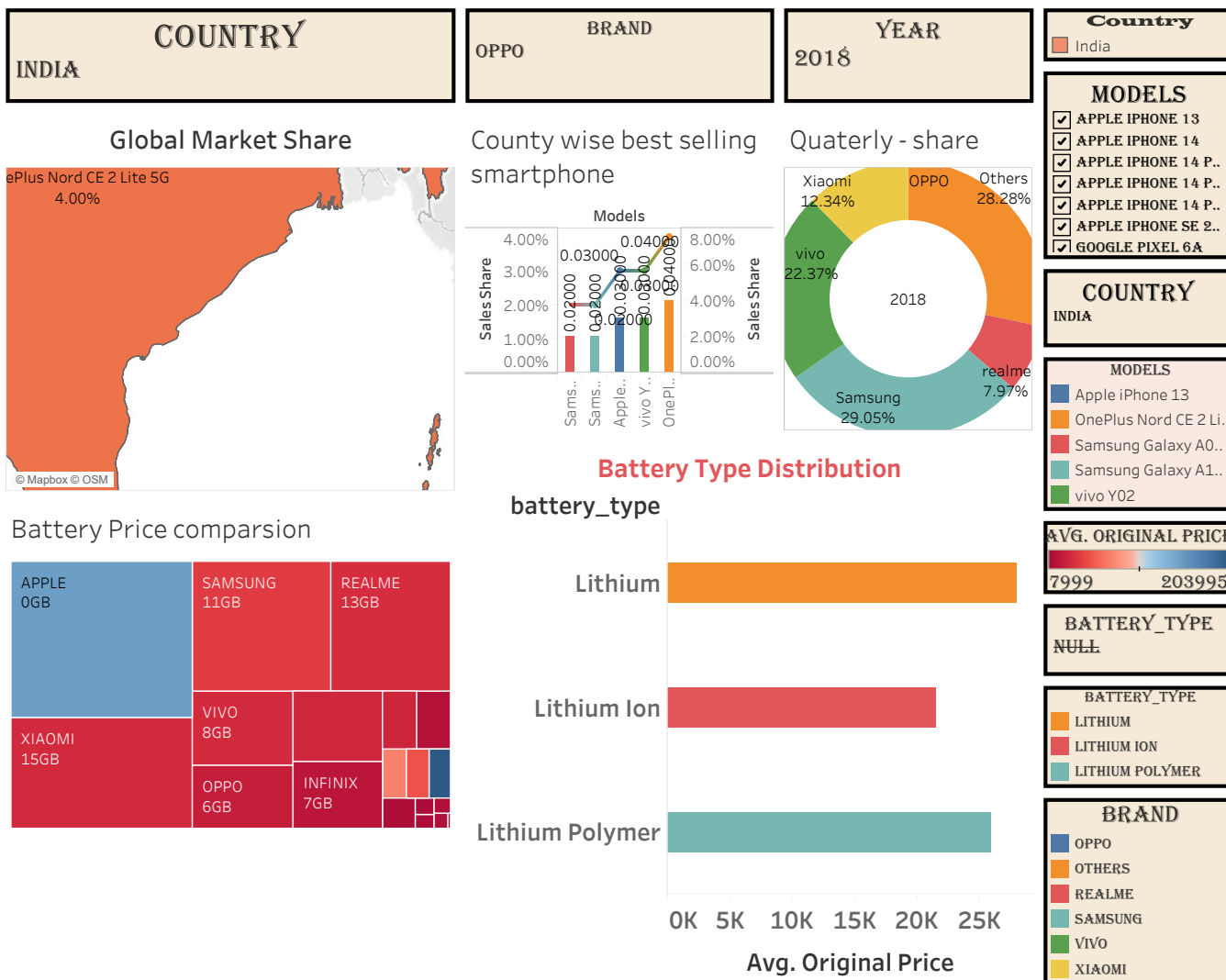


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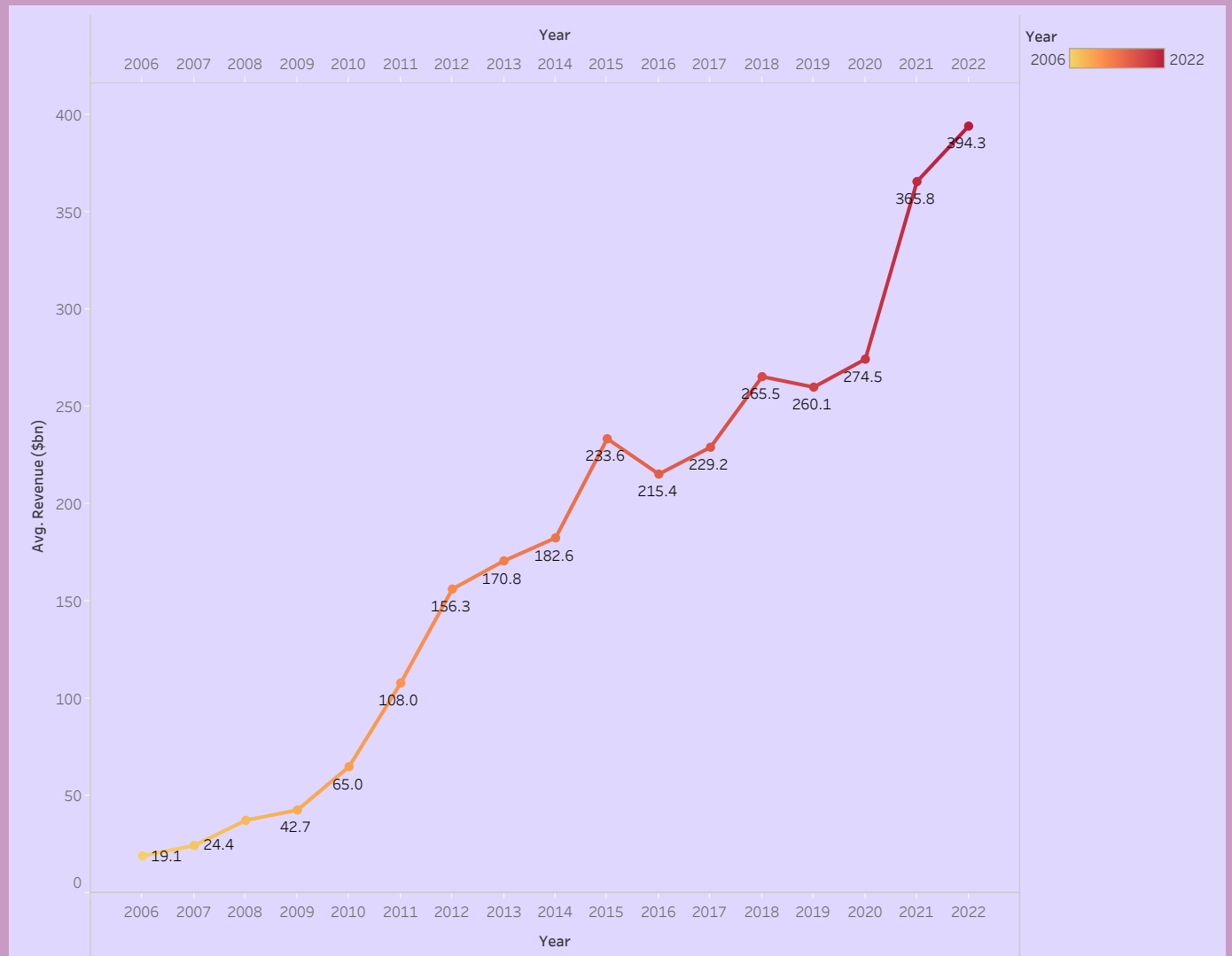


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Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

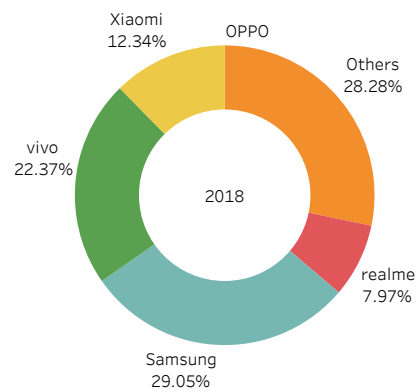


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Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.



YEAR  
2018

BRAND

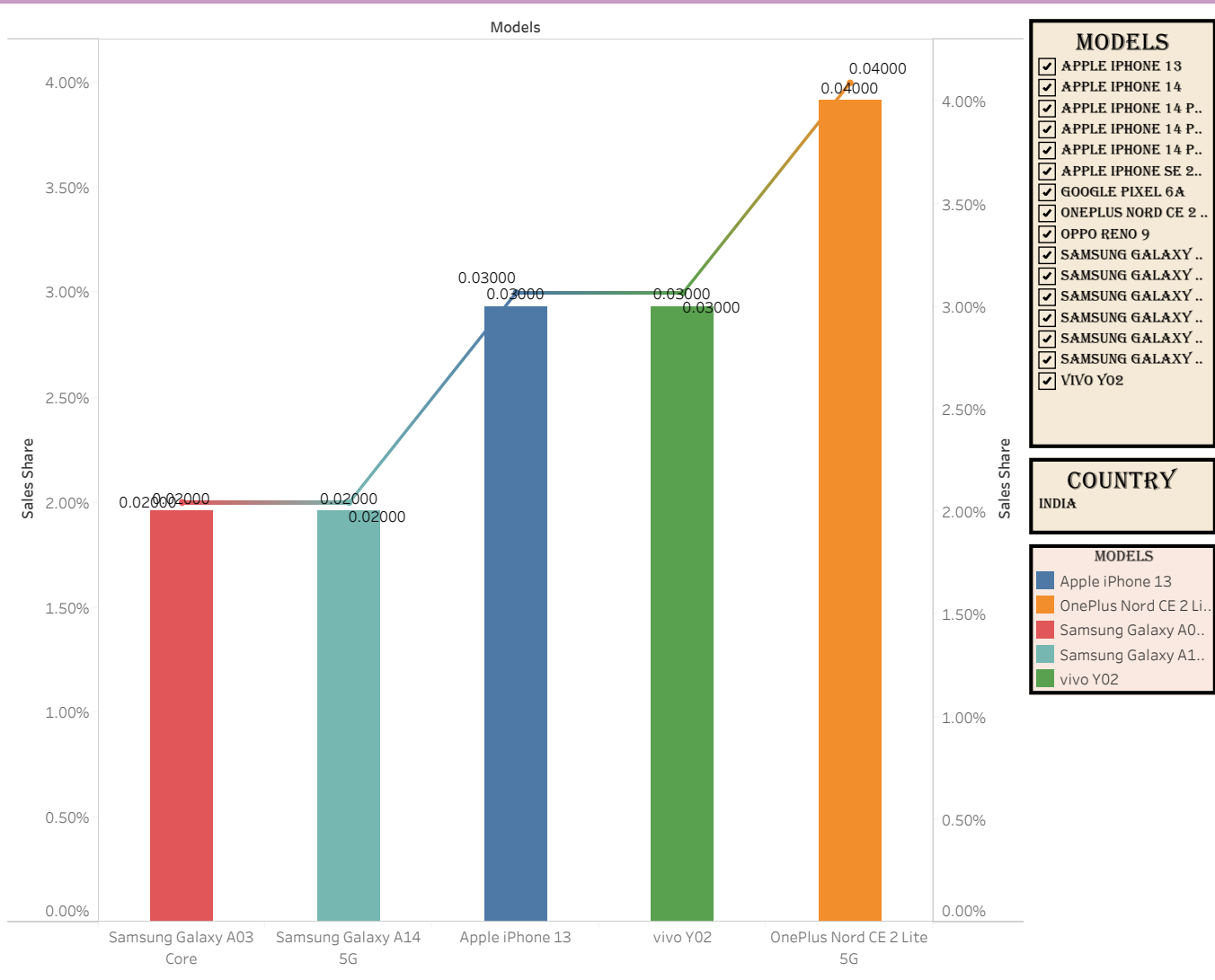
- OPPO
- OTHERS
- REALME
- SAMSUNG
- VIVO
- XIAOMI

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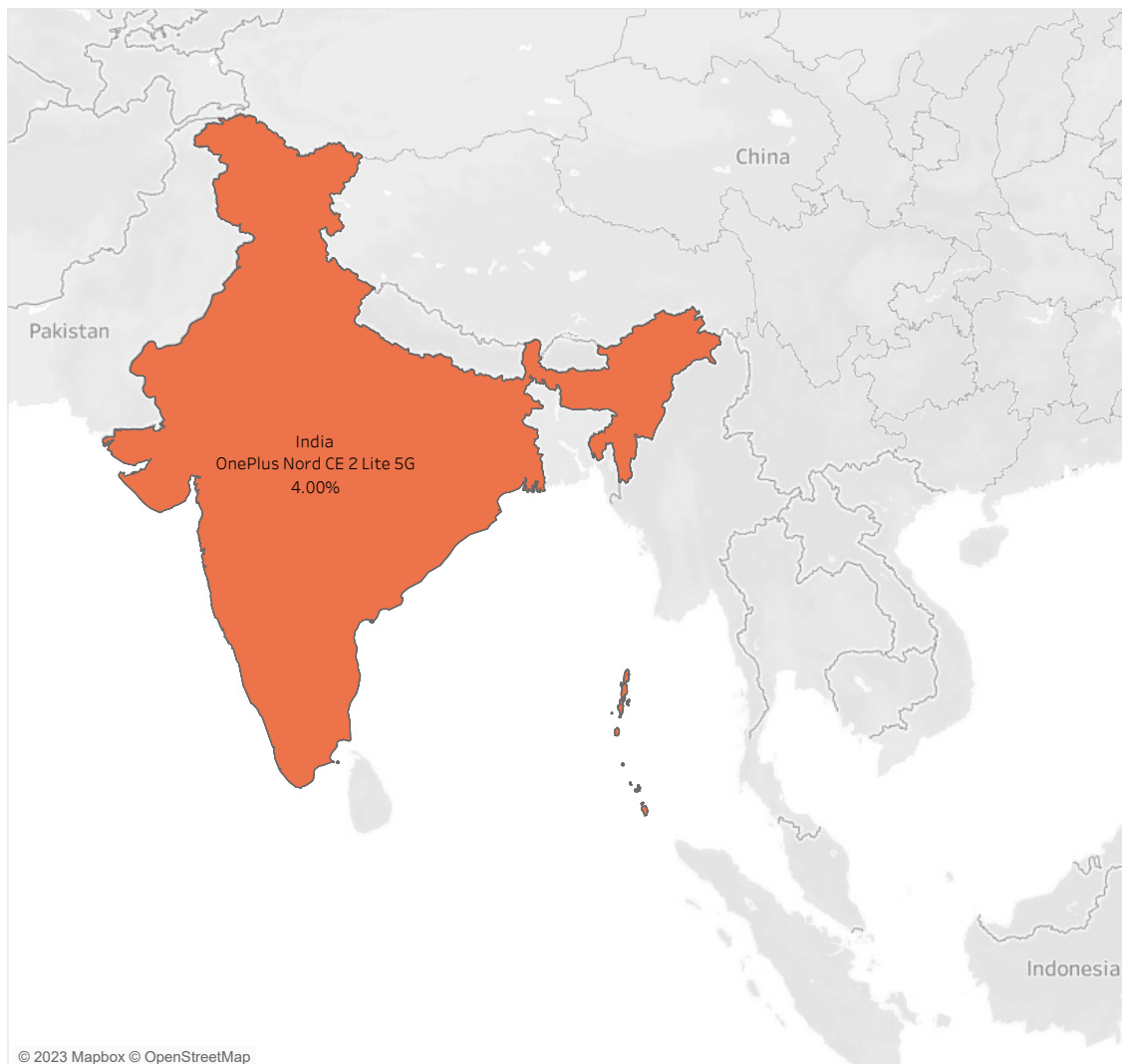


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**COUNTRY**  
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