

COMPANIES & PRODUCTS

Apple

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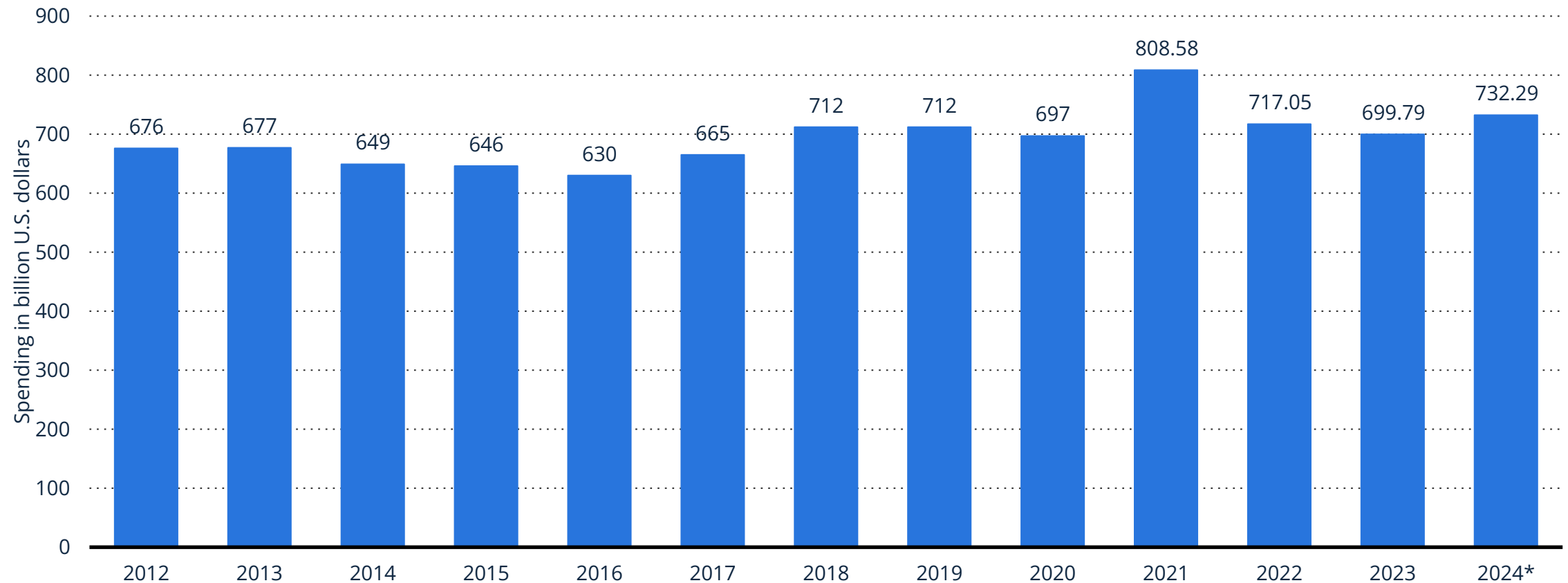
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CHAPTER 01

Overview

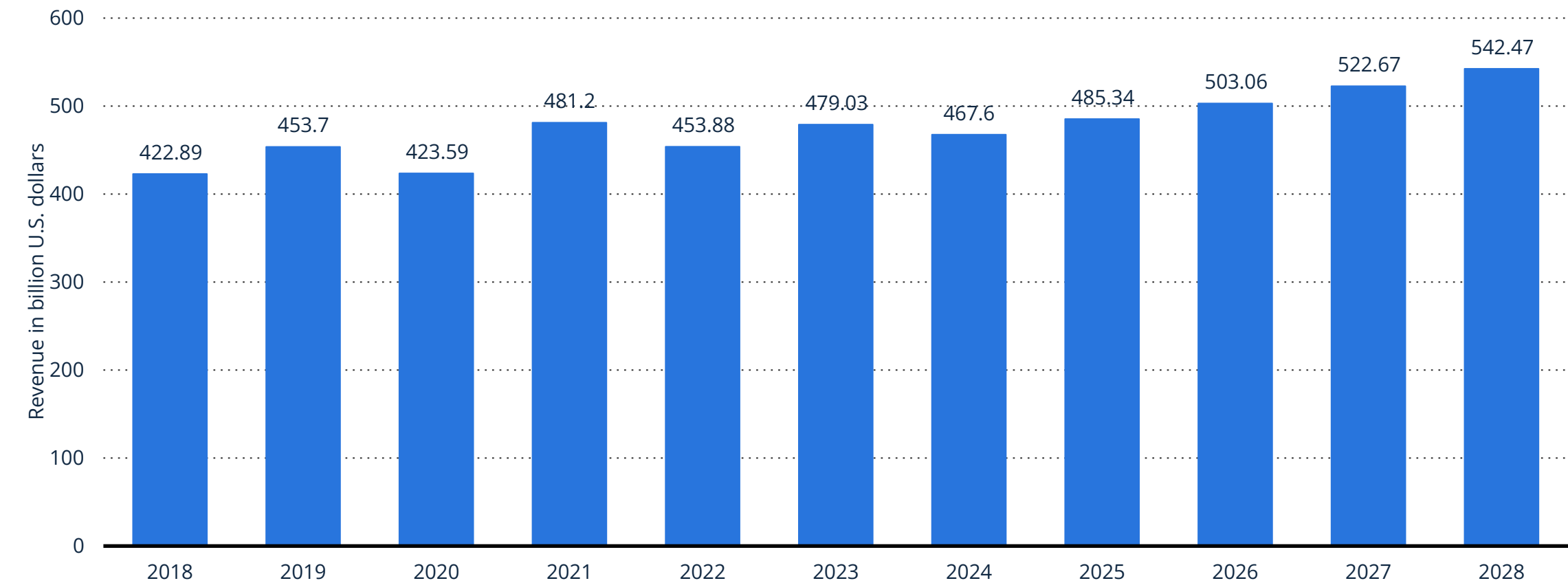
Global spending on devices (PCs, tablets, mobile phones, and printers) from 2012 to 2024 (in billion U.S. dollars)

IT devices total spending worldwide 2012-2024



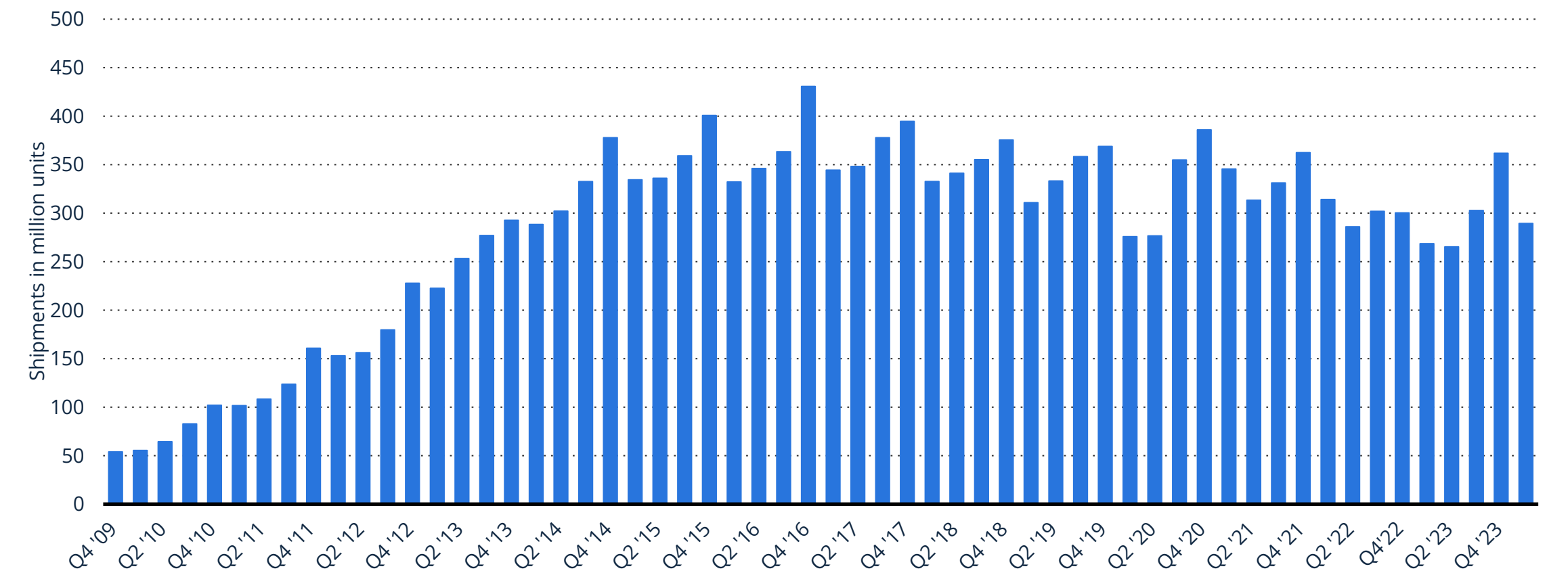
Revenue of the smartphones market worldwide from 2018 to 2028 (in billion U.S. dollars)

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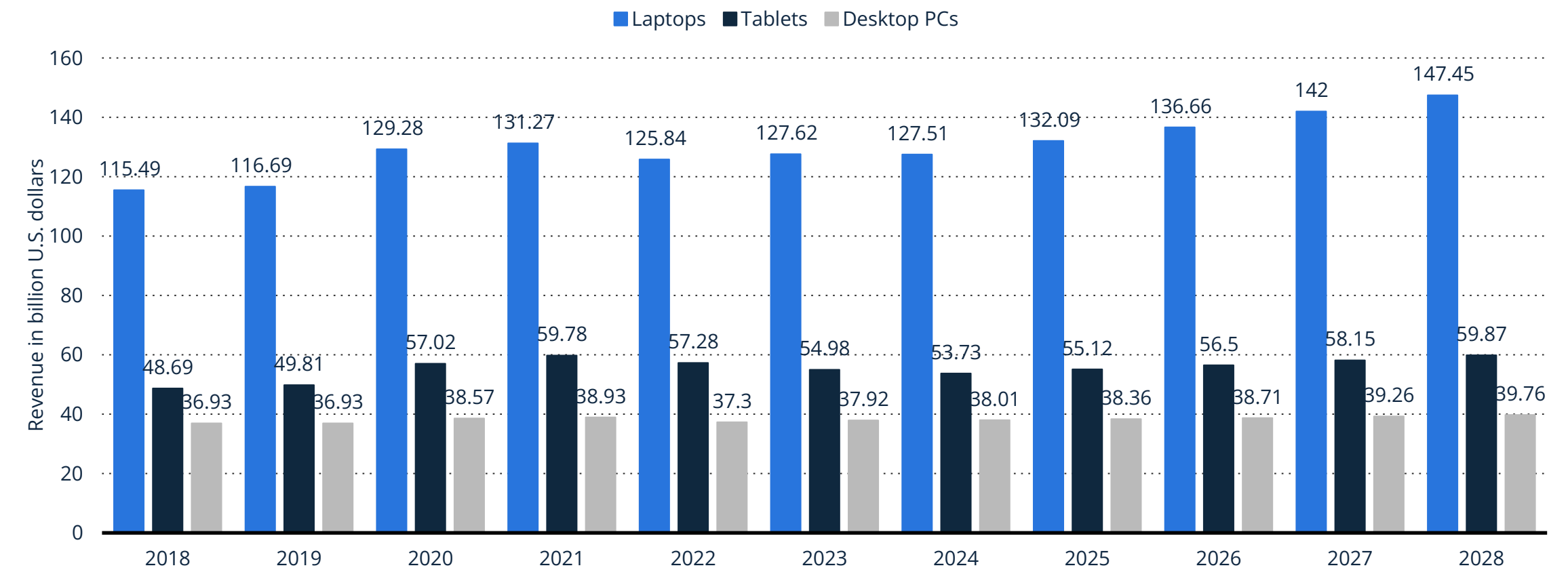
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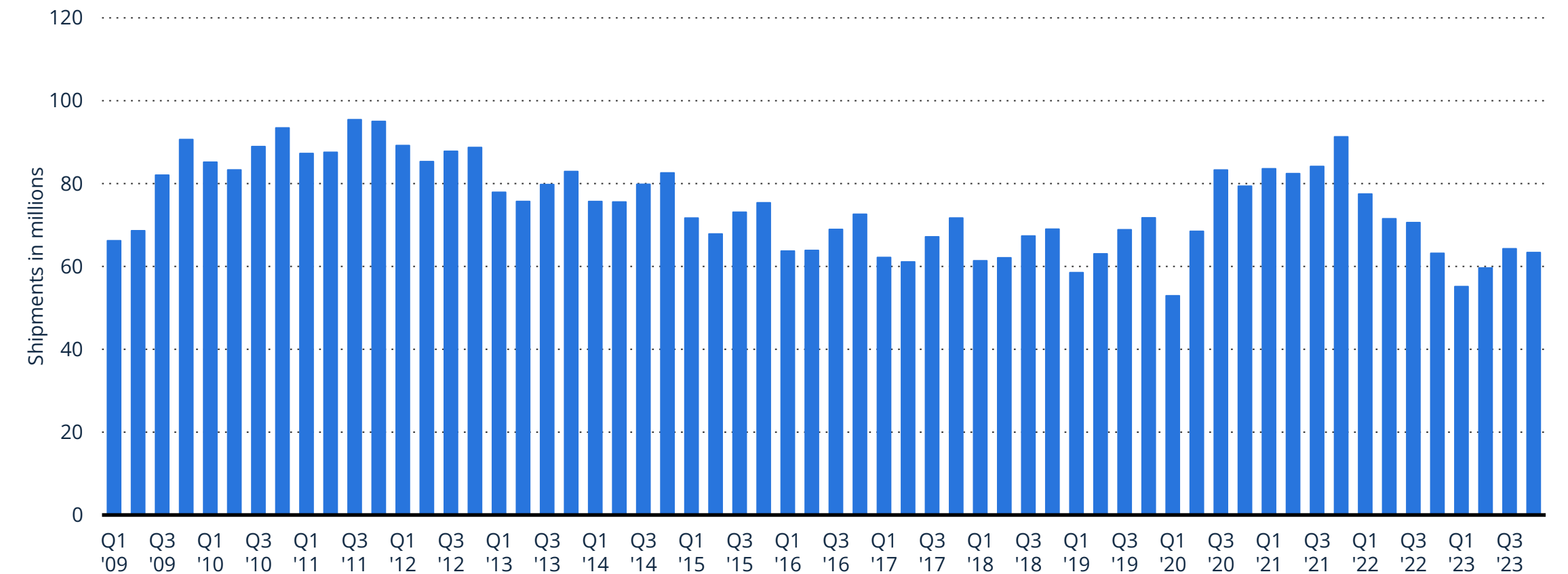
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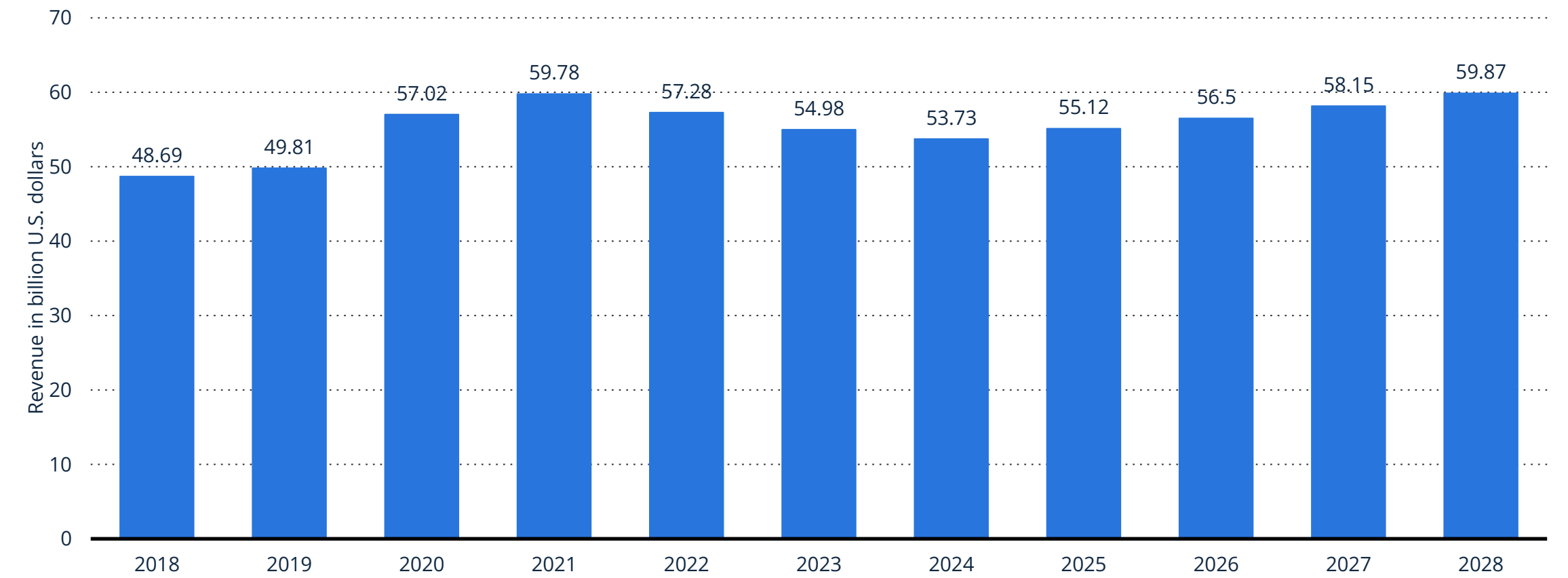
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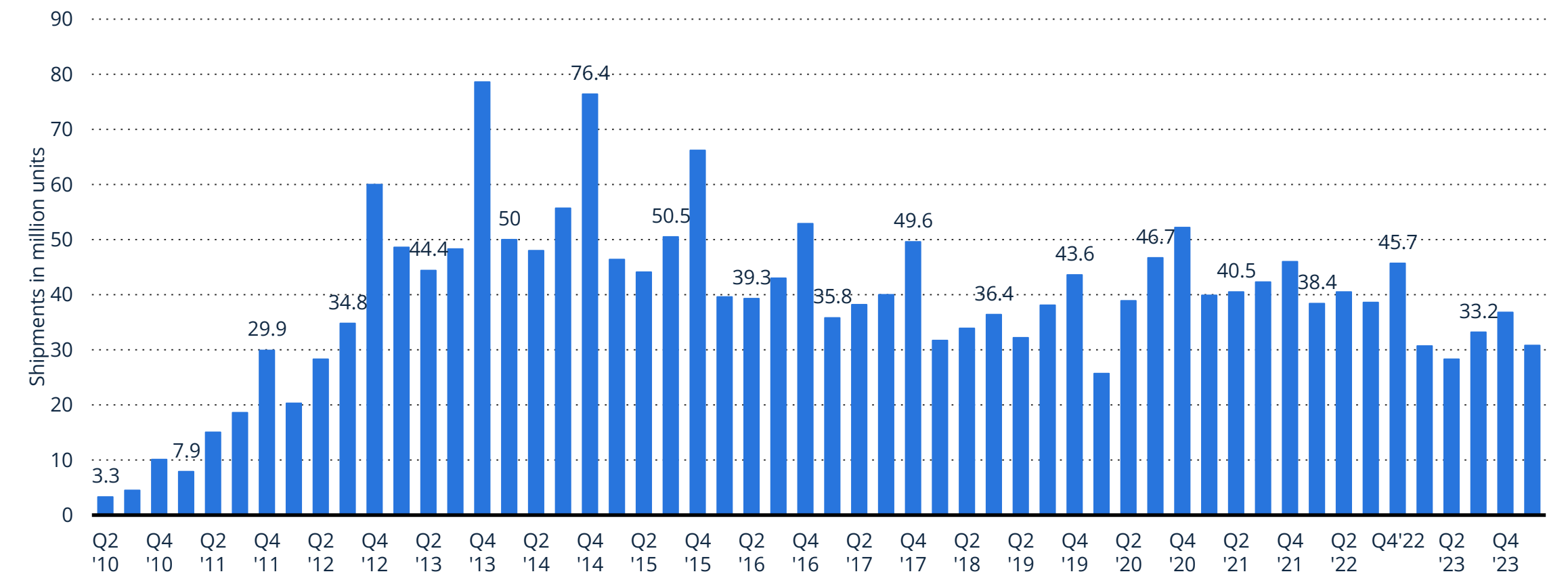
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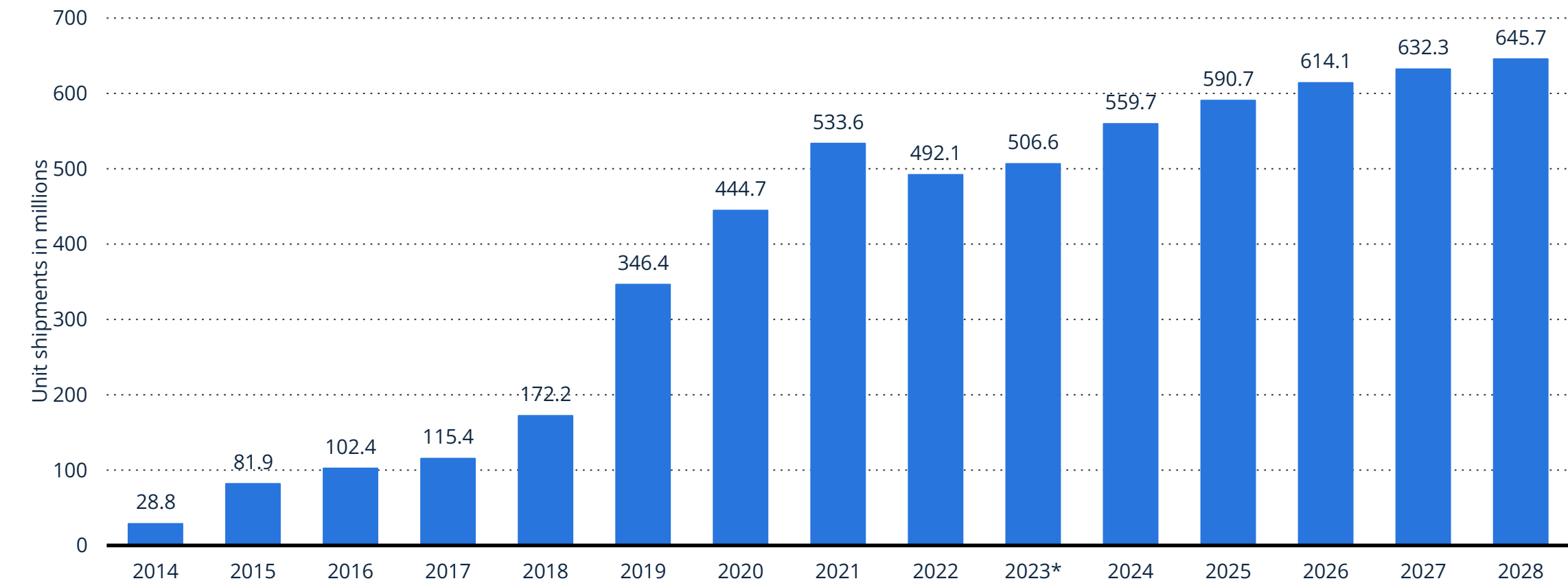
Worldwide tablet shipments from 2nd quarter 2010 to 1st quarter 2024 (in million units)

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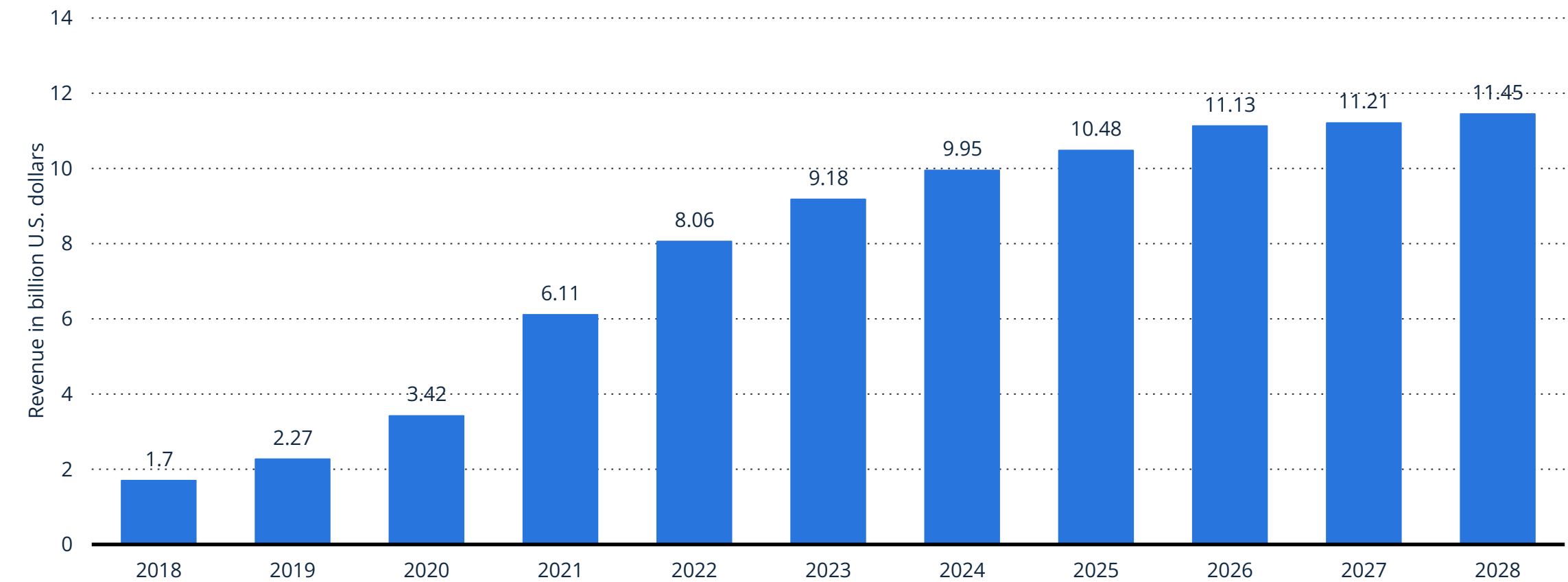
Total wearable device unit shipments worldwide 2014-2028



11 **Description:** In 2024, global shipments of hearables, watches, wrist-bands, and other wearables were forecast to reach around 560 million units. This is a 10.5 percent year-over-year decrease compared to the previous year. [Read more](#)
Note(s): Worldwide; 2014 to 2028; *2023 figure was calculated by Statista based on the 2023-2024 growth rate (10.5%) provided by the source [Read more](#)
Source(s): IDC; Statista

Revenue of the VR headsets market worldwide from 2018 to 2028 (in billion U.S. dollars)

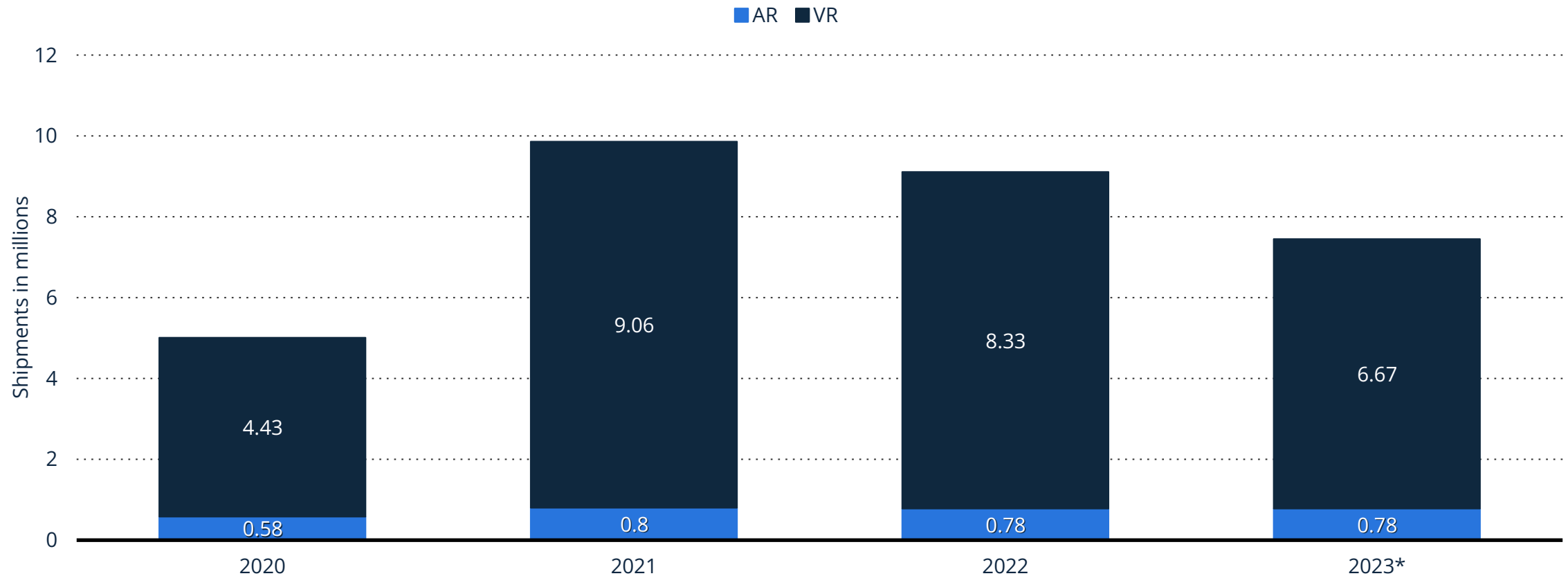
Revenue of the VR headsets industry worldwide 2018-2028



12 **Description:** The global revenue in the 'VR Headsets' segment of the consumer electronics market was forecast to continuously increase between 2024 and 2028 by in total 1.5 billion U.S. dollars (+15.08 percent). After the tenth consecutive increasing year, the indicator is estimated to reach 11.45 billion U.S. dollars and therefore a new peak in 2028. Notably, the revenue of the 'VR Headsets' segment of the consumer electronics market was continuously increasing over the past years. [Read more](#)
Note(s): Worldwide; 2018 to 2028
Source(s): Statista; Statista Consumer Market Insights

Augmented reality (AR) and virtual reality (VR) headset shipments worldwide from 2020 to 2023 (in millions)

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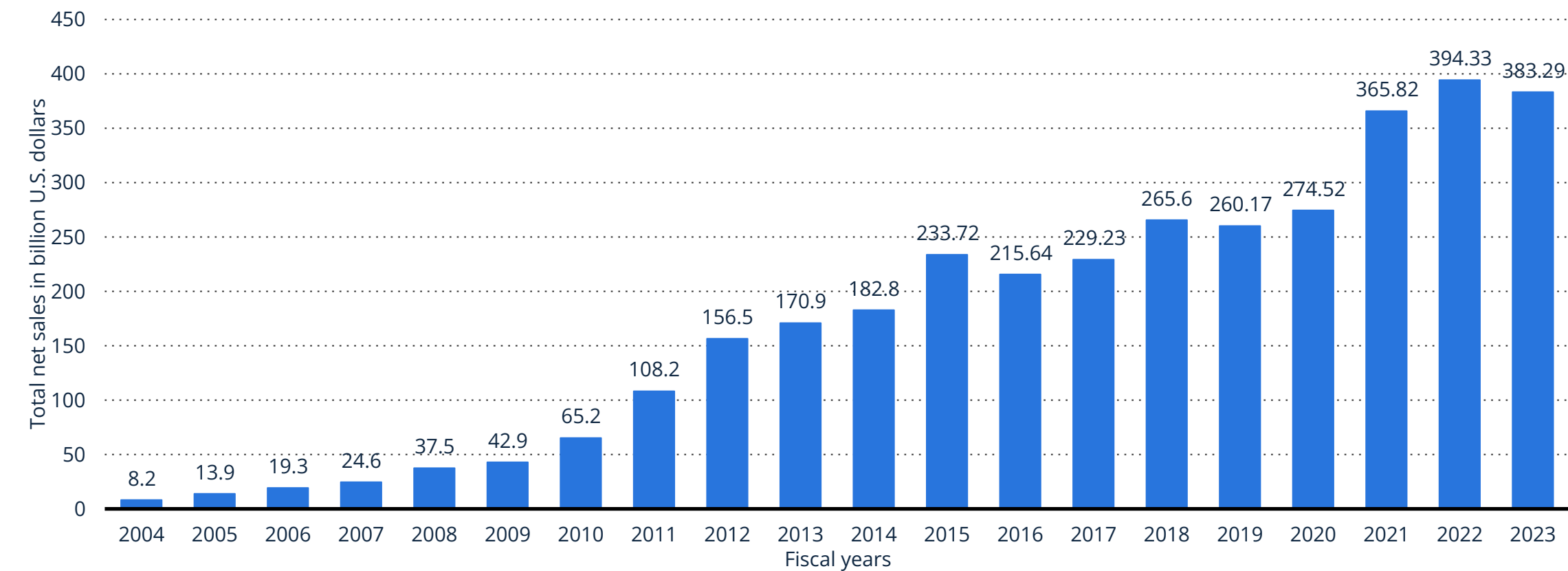


CHAPTER 02

Financials

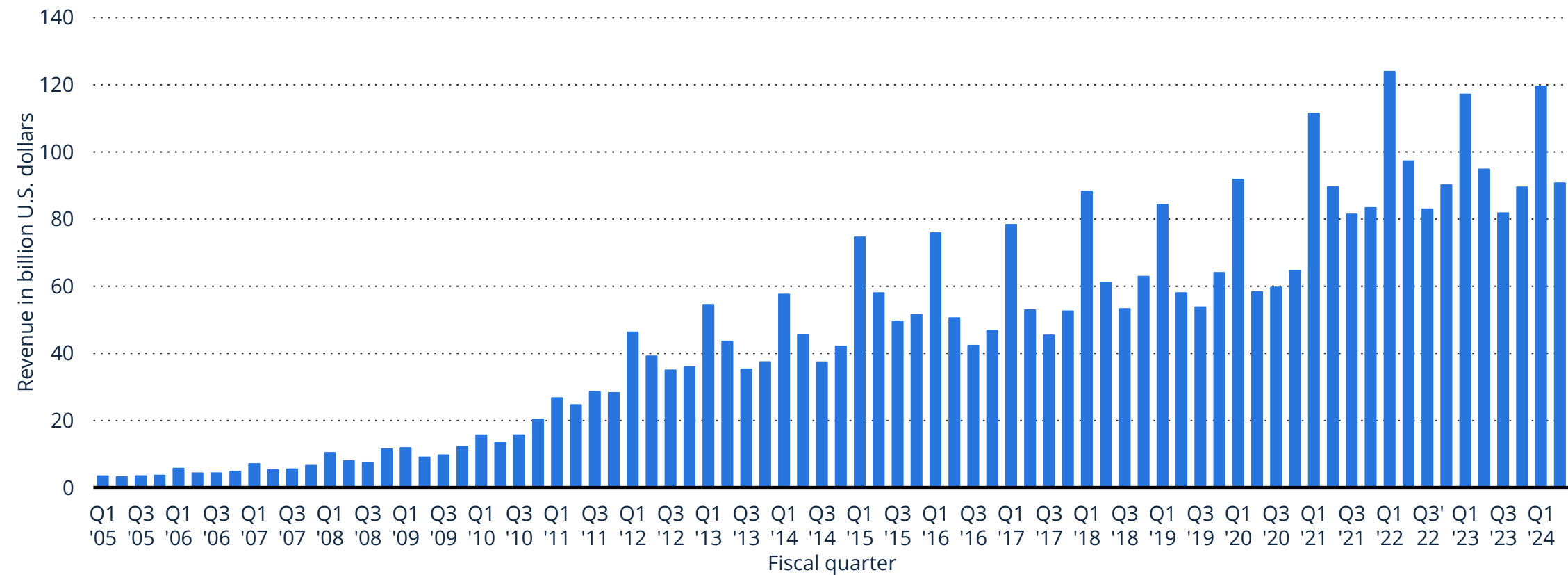
Global revenue of Apple from 2004 to 2023 (in billion U.S. dollars)

Apple's revenue worldwide 2004-2023



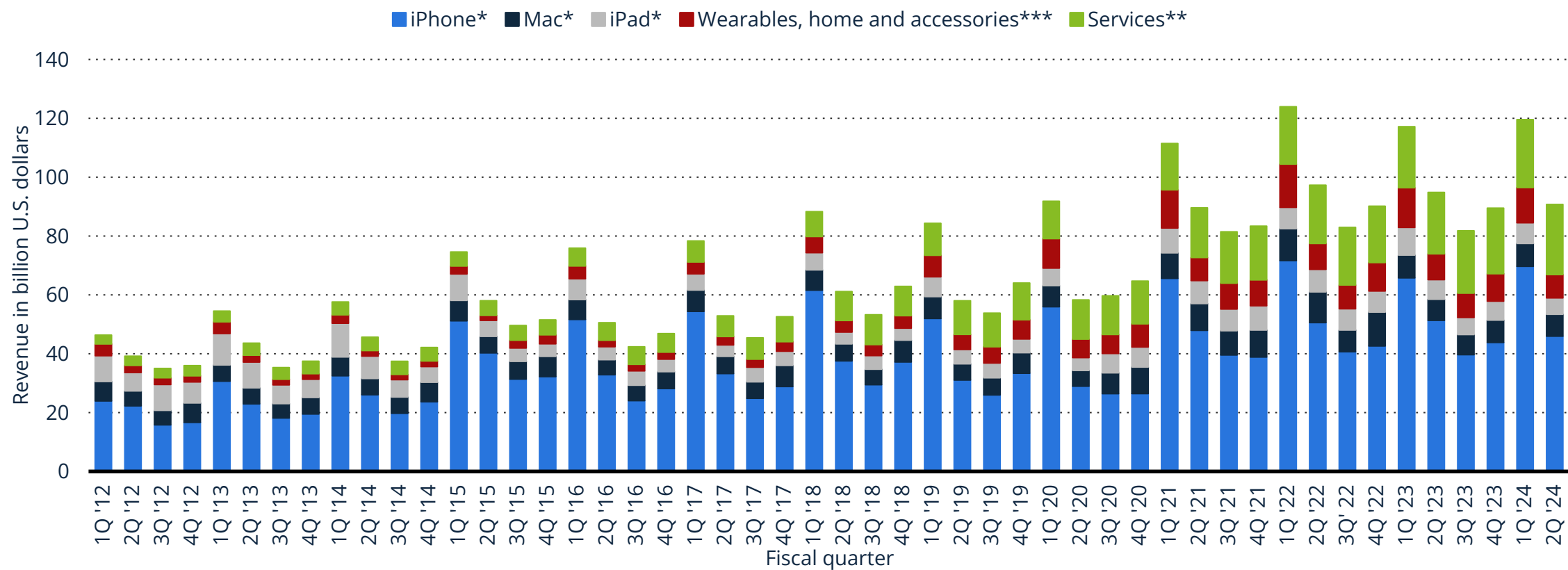
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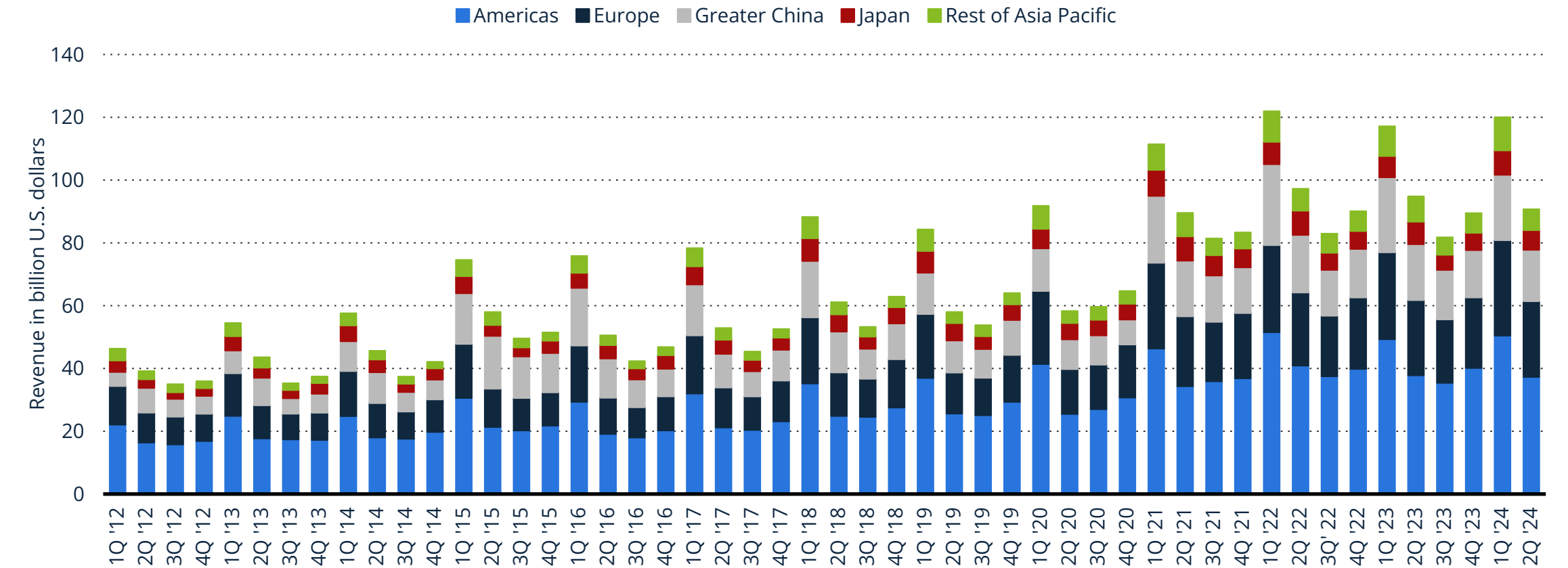
Revenue of Apple by operating segment from the first quarter of 2012 to 2nd quarter 2024 (in billion U.S. dollars)

Apple's revenue broken down by operating segments 2012-2024, by quarter



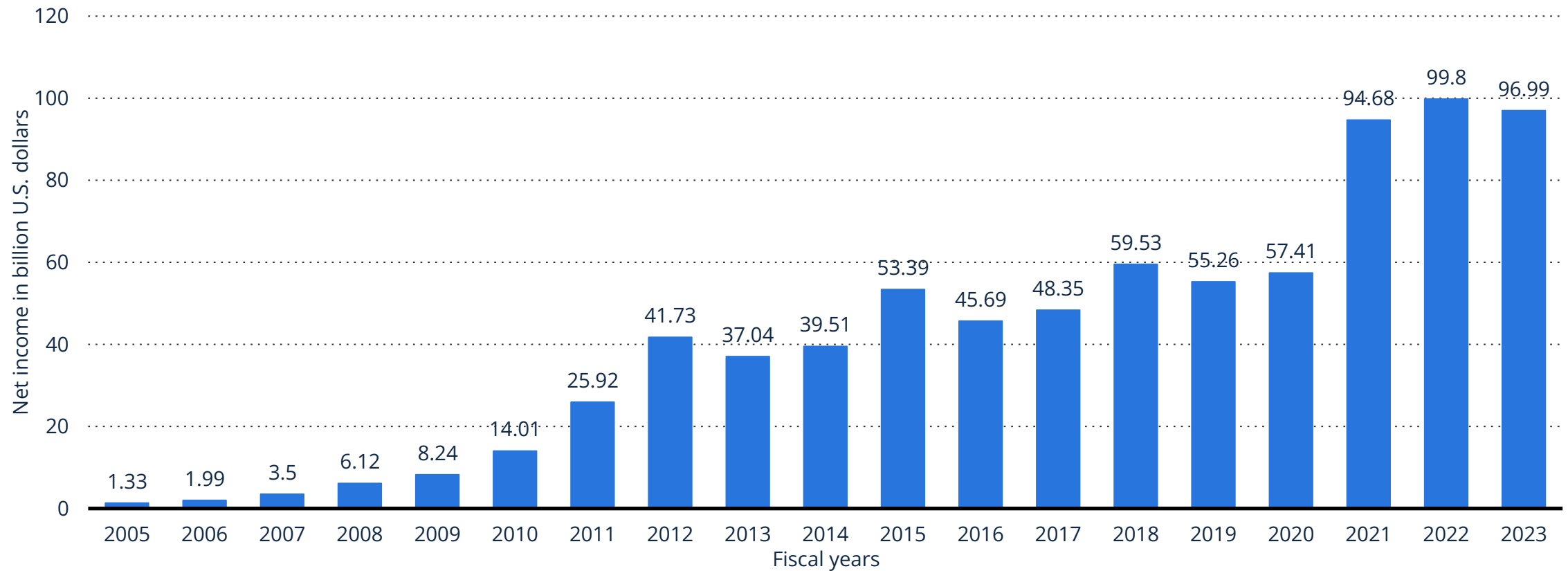
Revenue of Apple by geographical region from the first quarter of 2012 to 2nd quarter 2024 (in billion U.S. dollars)

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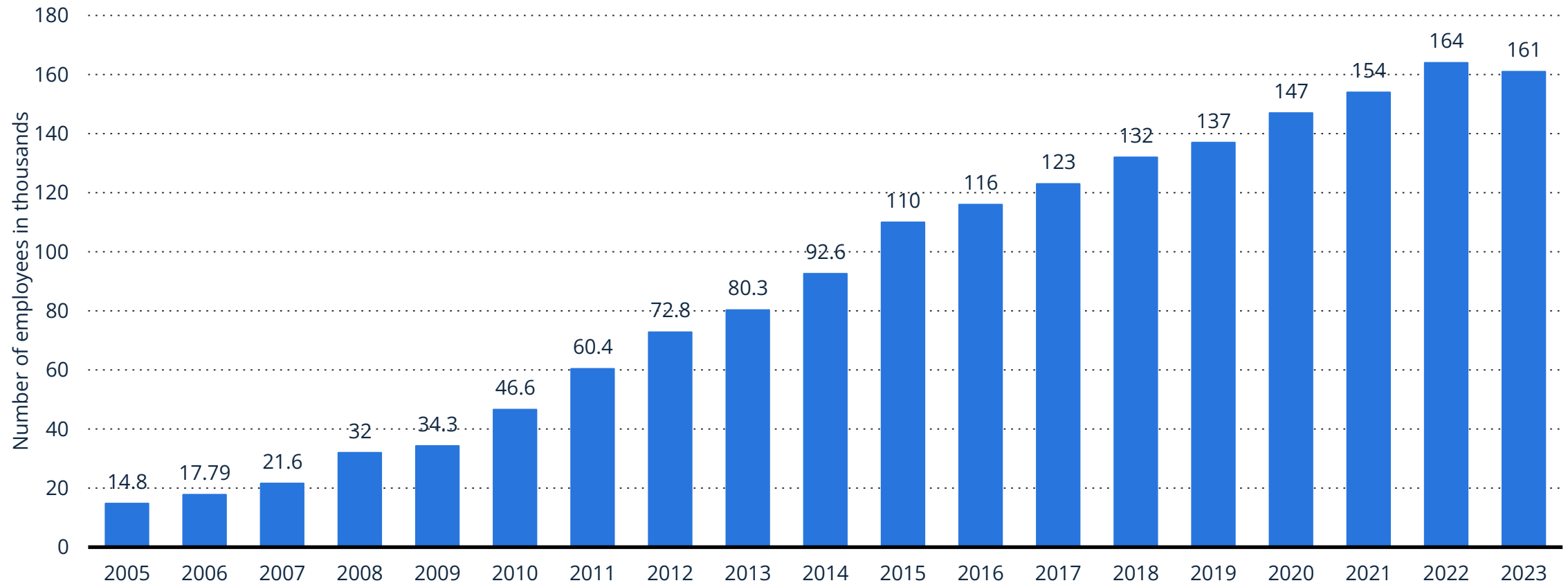
Apple's net income in the company's fiscal years from 2005 to 2023 (in billion U.S. dollars)

Apple's net income 2005-2023



Apple's number of employees in the fiscal years 2005 to 2023 (in 1,000s)

Number of employees of Apple 2005-2023

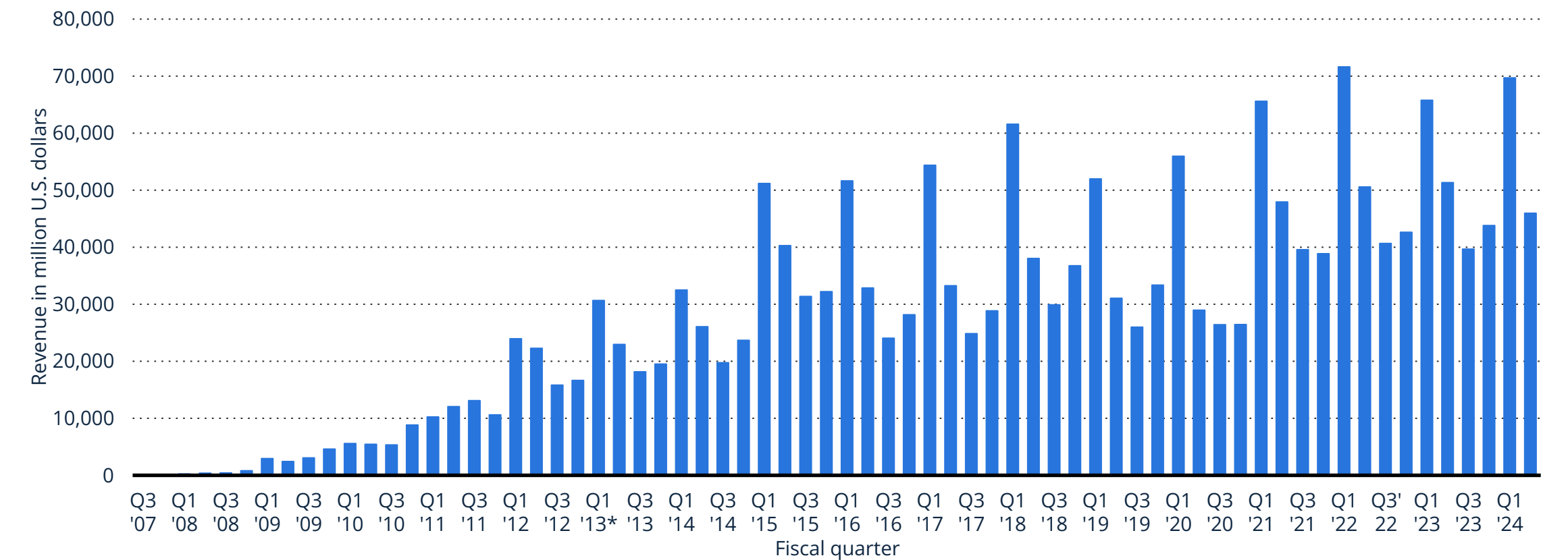


CHAPTER 03

iPhone

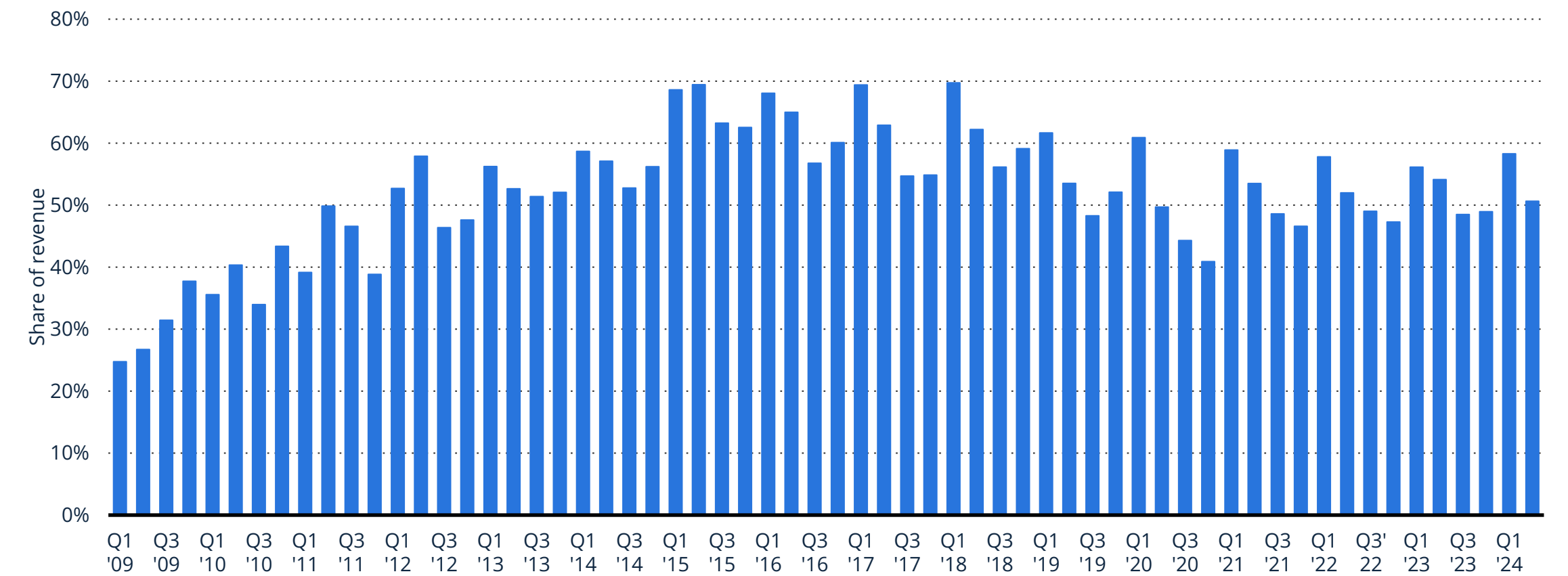
Apple's iPhone revenue from 3rd quarter 2007 to 2nd quarter 2024 (in million U.S. dollars)

Apple iPhone sales revenue 2007-2024



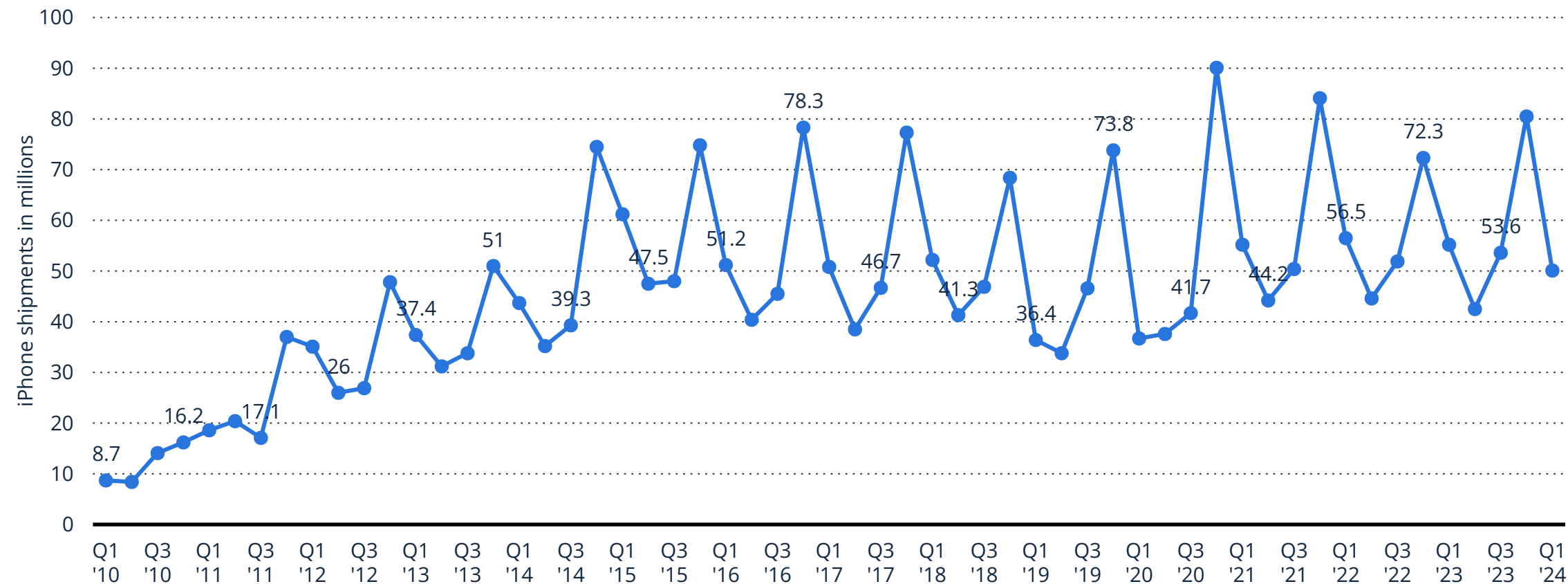
iPhone sales share of Apple's total revenue worldwide from 4th quarter 2009 to 2nd quarter 2024

iPhone revenue as share of Apple's total revenue 2009-2024, by quarter



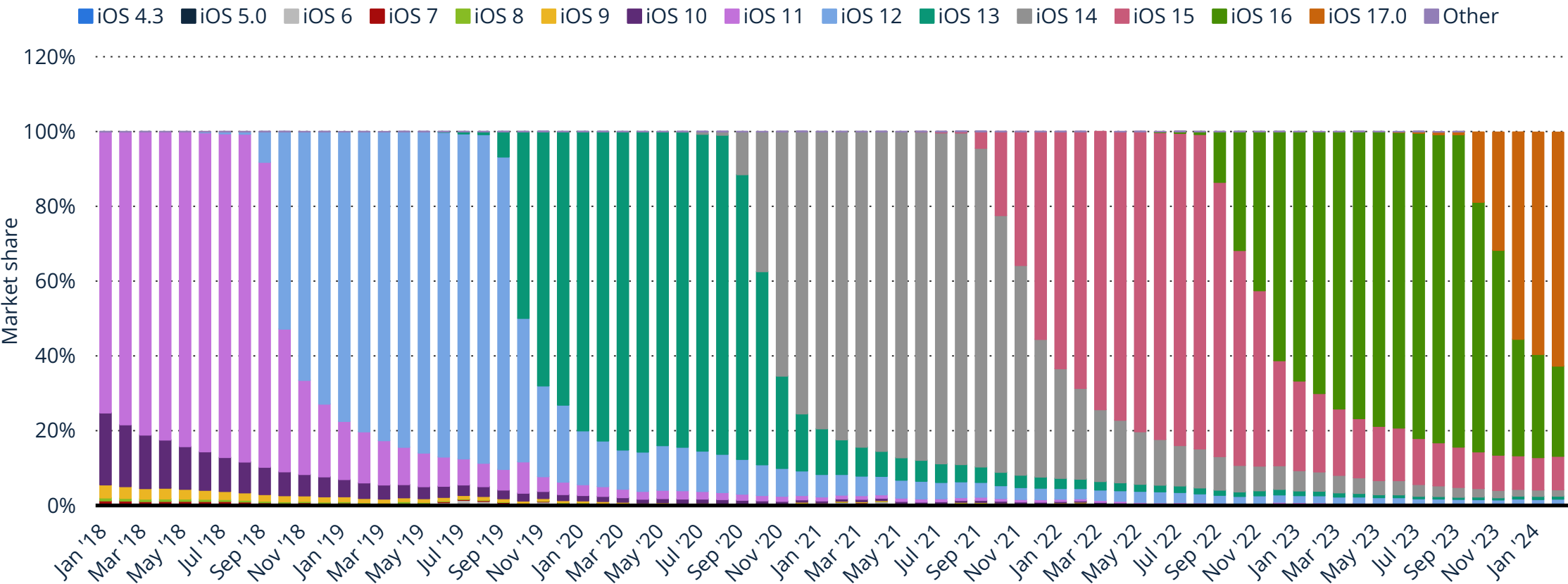
Apple worldwide shipments of smartphones from 2010 to 2024, by quarter (in million units)

Global smartphone unit shipments of Apple 2010-2024, by quarter



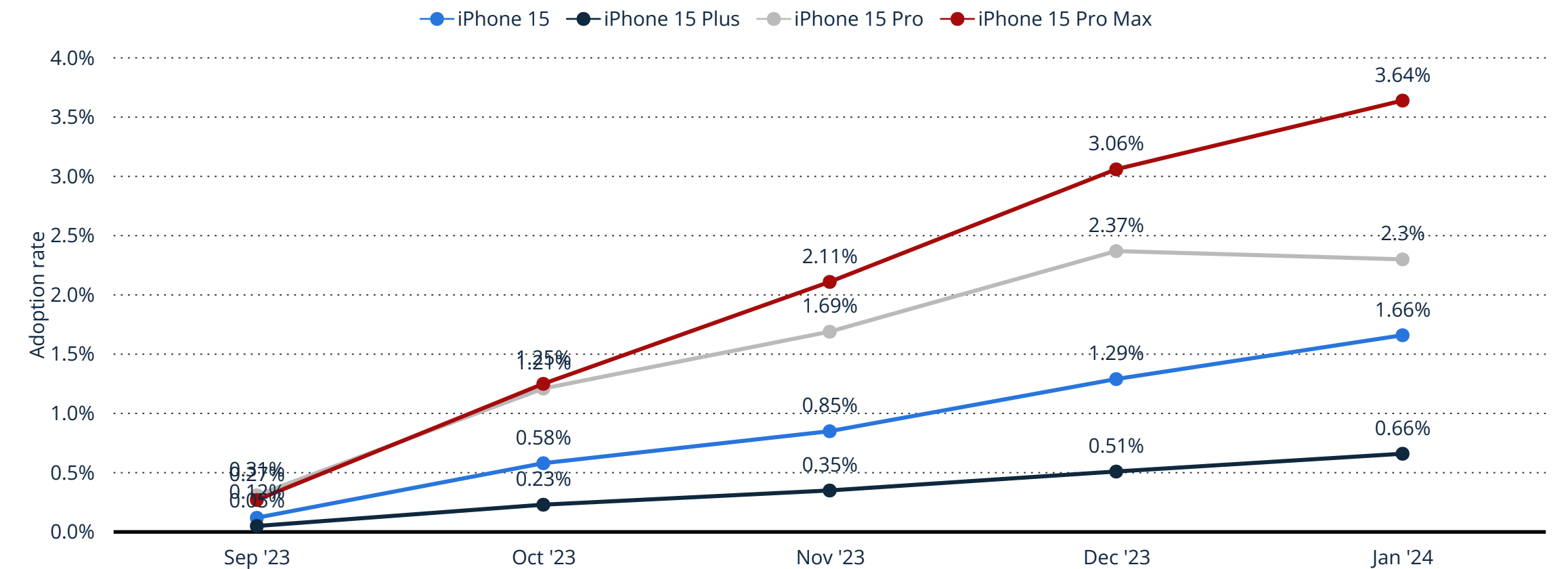
Mobile Apple iOS operating system market share worldwide from January 2018 to February 2024, by version

Mobile Apple iOS market share worldwide 2018-2024, by version



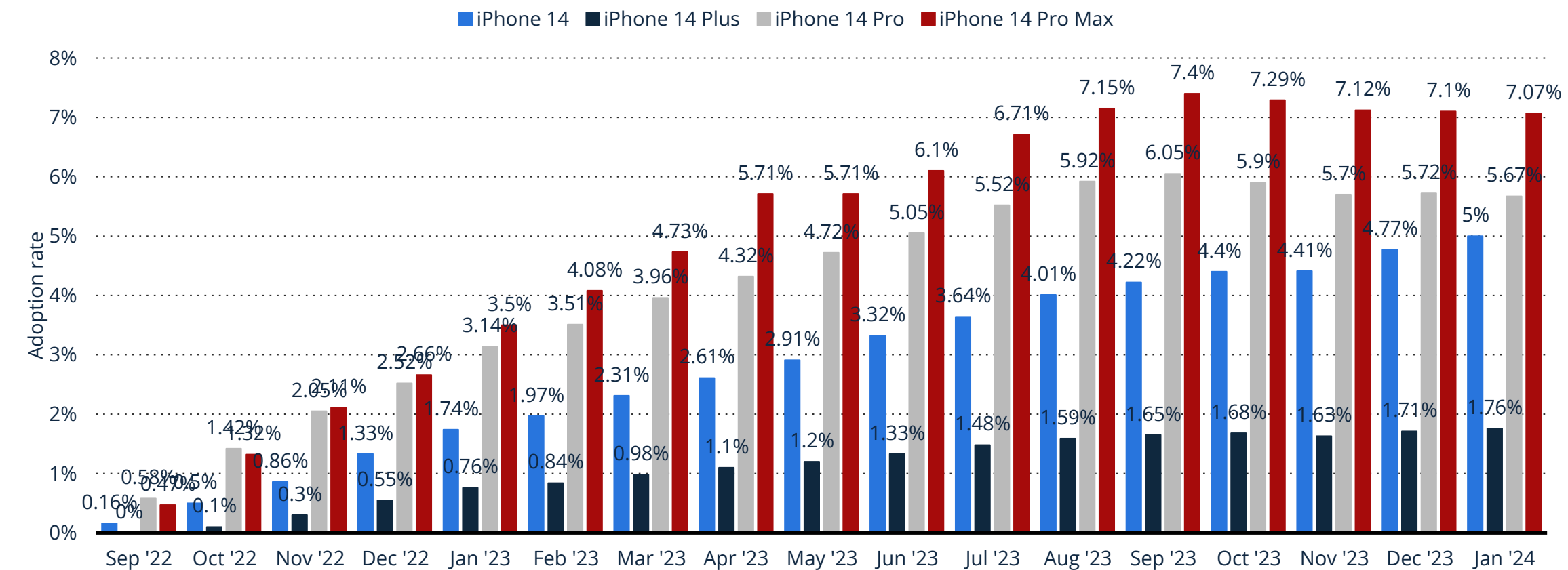
iPhone 15 adoption rate worldwide from September 2023 to January 2024, by model

Global iPhone 15 adoption rate 2023-2024, by model



iPhone 14 adoption rate worldwide from September 2022 to January 2024, by model

Global iPhone 14 adoption rate 2023-2024, by model

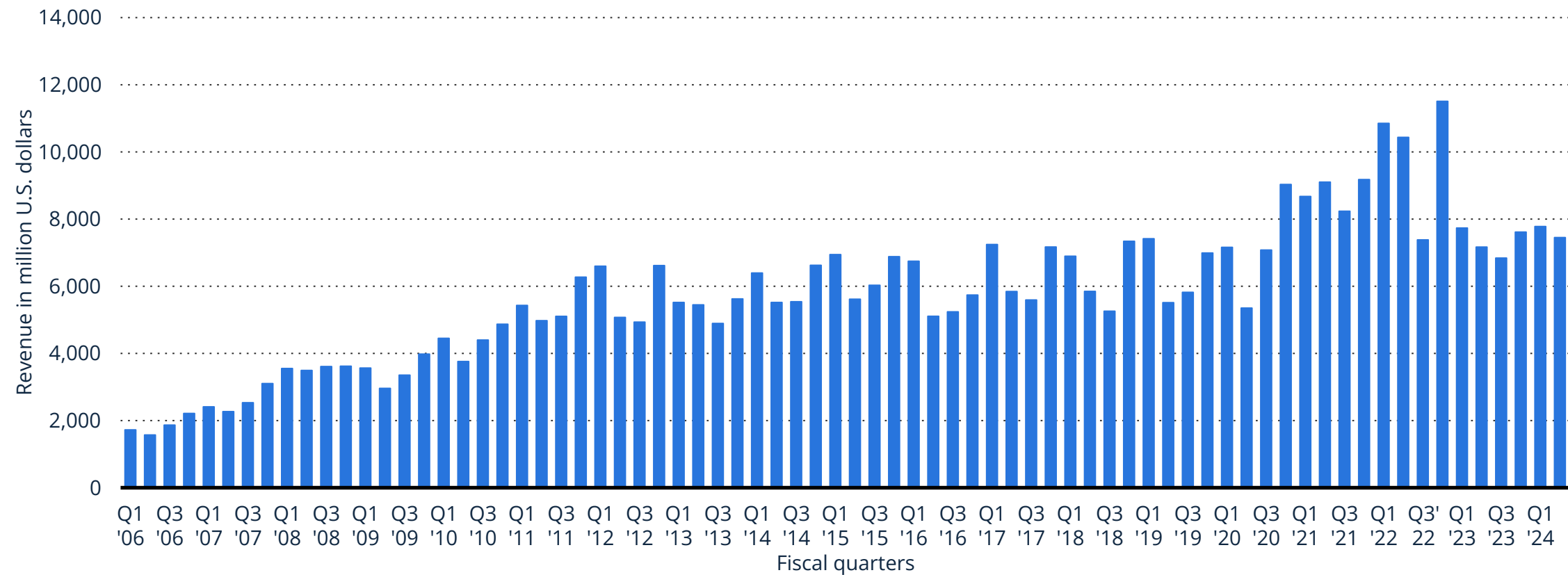


CHAPTER 04

Mac and iPad

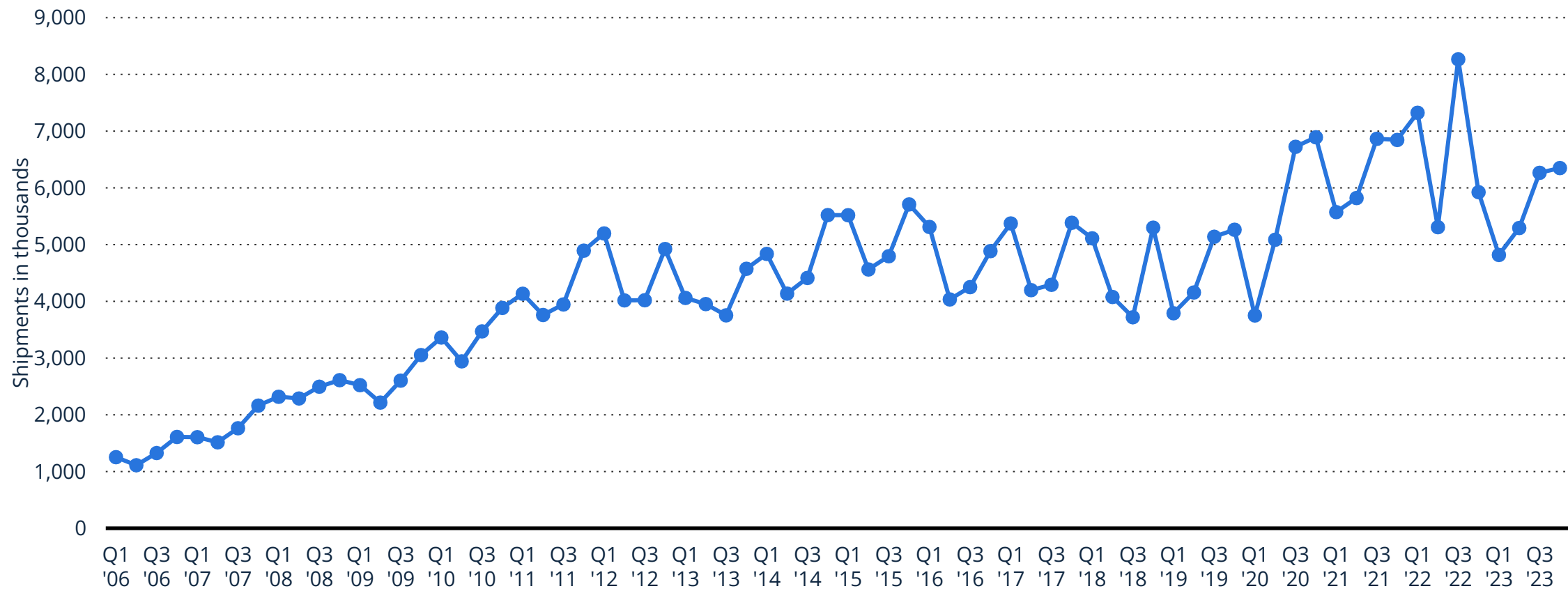
Apple's global revenue from sales of Mac computers from 1st quarter 2006 to 2nd quarter 2024 (in million U.S. dollars)

Apple's revenue from Mac computers worldwide 2006-2024



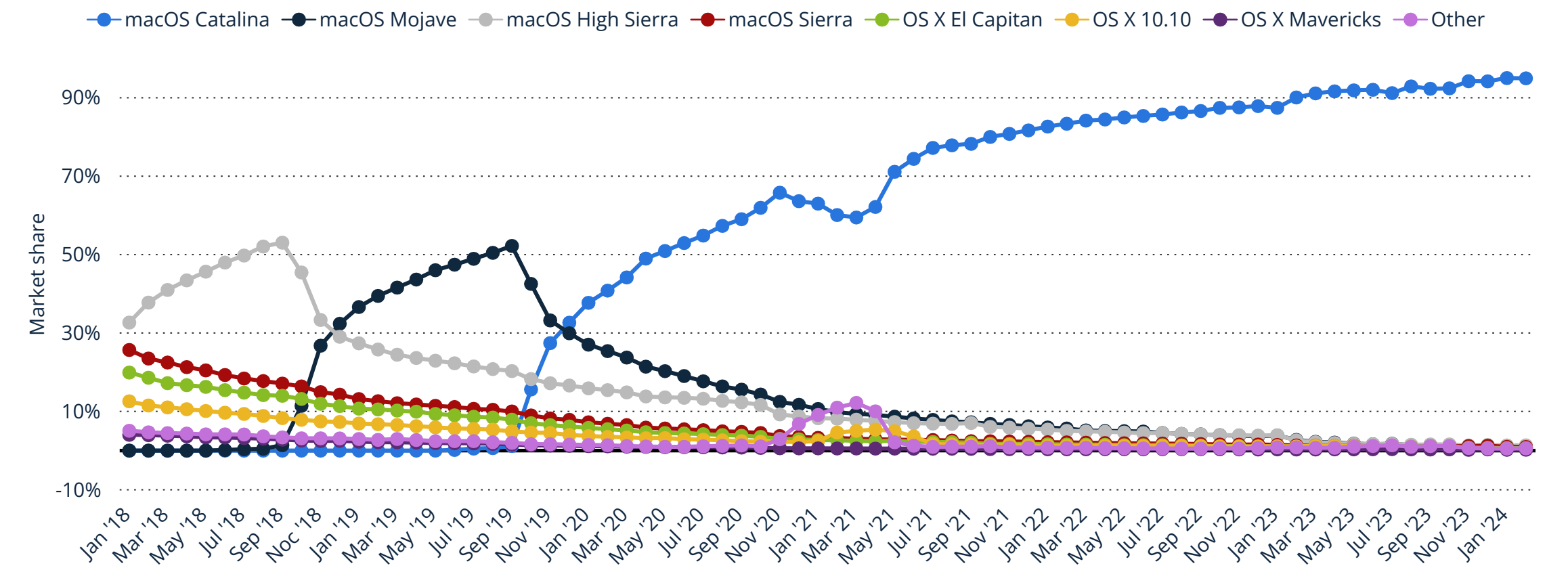
Apple Mac shipments worldwide from 2006 to 2023, by quarter (in thousands)

Apple Mac shipments worldwide 2006-2023, by quarter



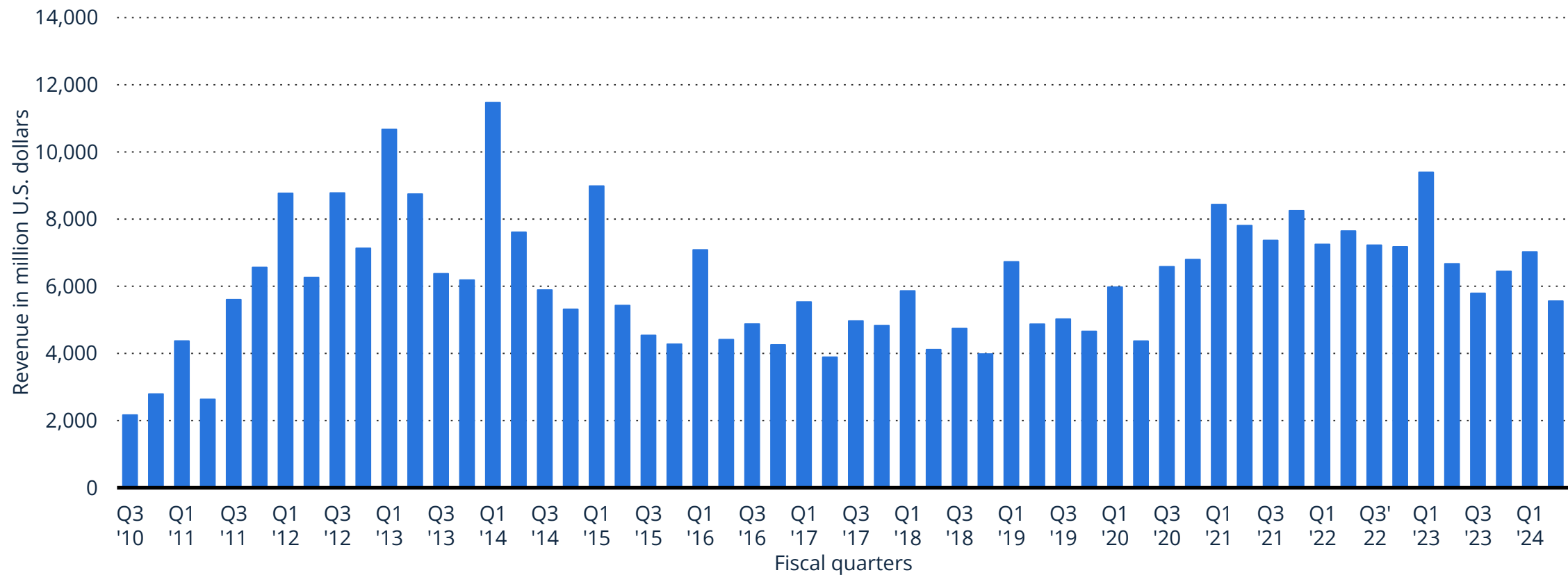
macOS market share worldwide from January 2018 to February 2024, by version

macOS version market share worldwide 2018-2024



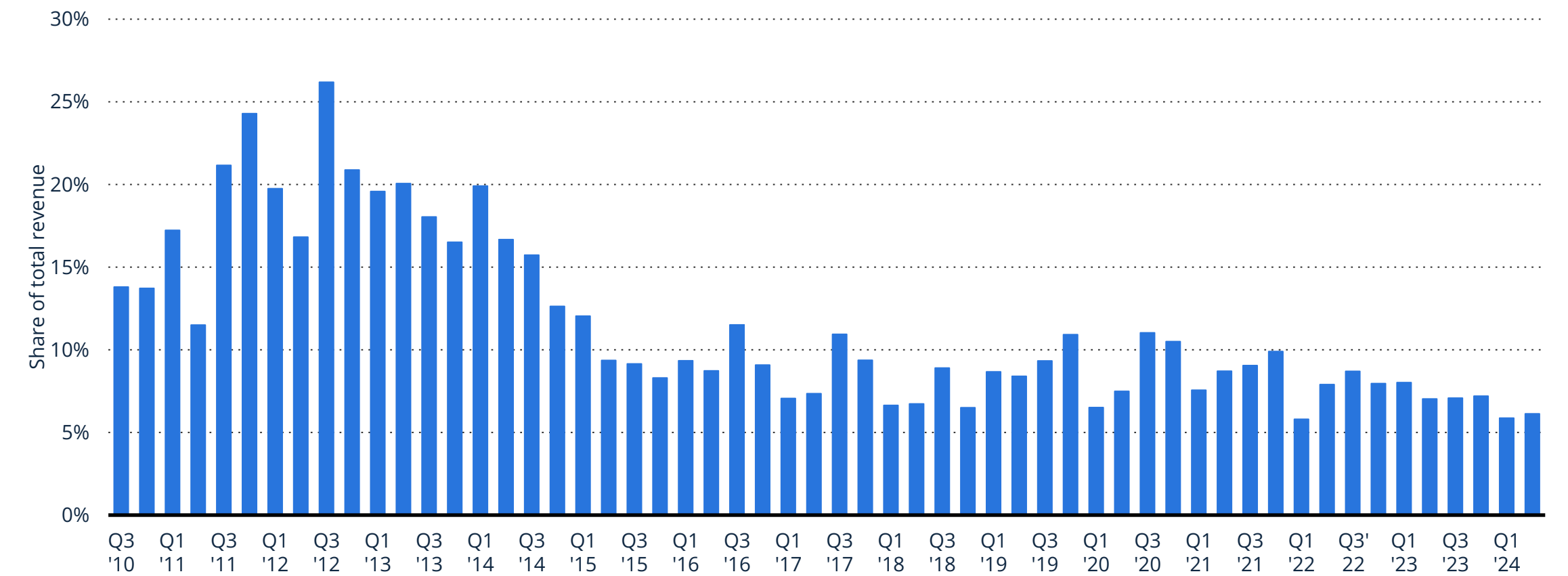
Revenue of Apple from iPad sales worldwide from 3rd quarter 2010 to 2nd quarter 2024 (in million U.S. dollars)

Apple's global revenue from iPad sales 2010-2024



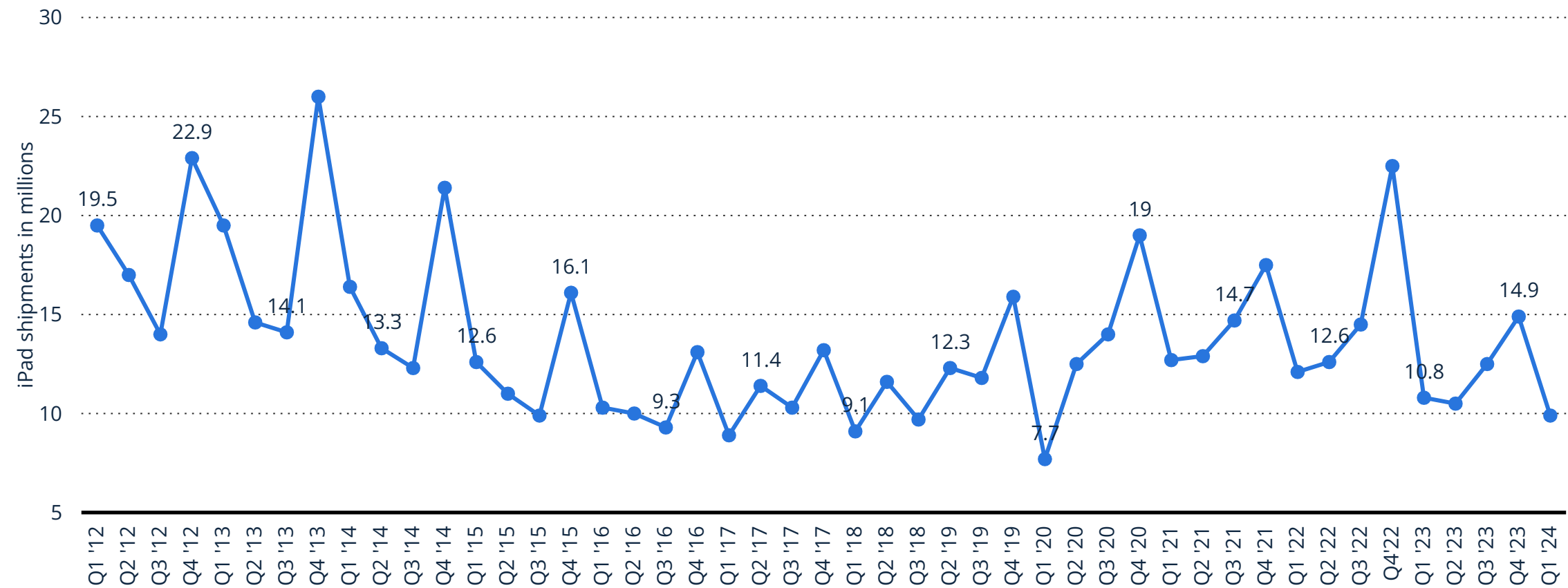
iPad revenue as a share of Apple's total global revenue from 3rd quarter 2010 to 2nd quarter 2024

iPad revenue as share of Apple's total revenue 2010-2024, by quarter



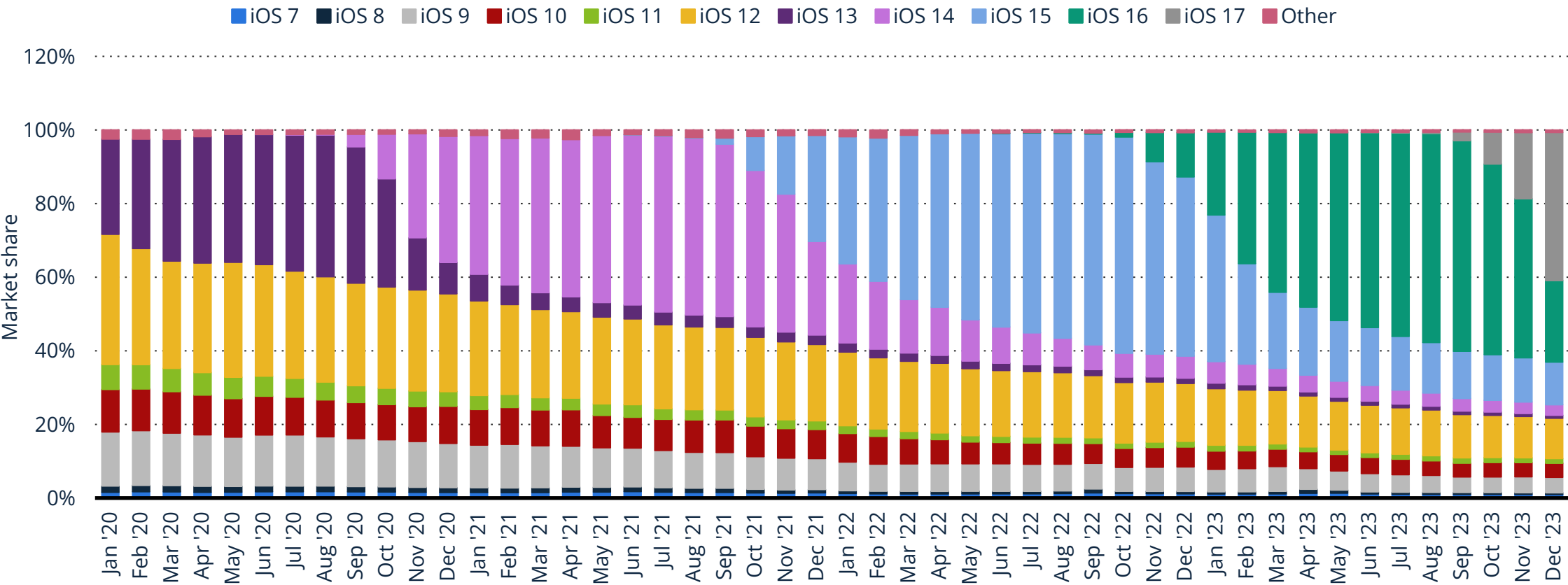
Apple's global tablet unit shipments from 1st quarter 2012 to 1st quarter 2024 (in million units)

Apple iPad global unit sales by quarter 2012-2024



Tablet Apple iOS operating system market share by version worldwide from January 2018 to December 2023

Tablet Apple iOS version market share worldwide 2018-2023

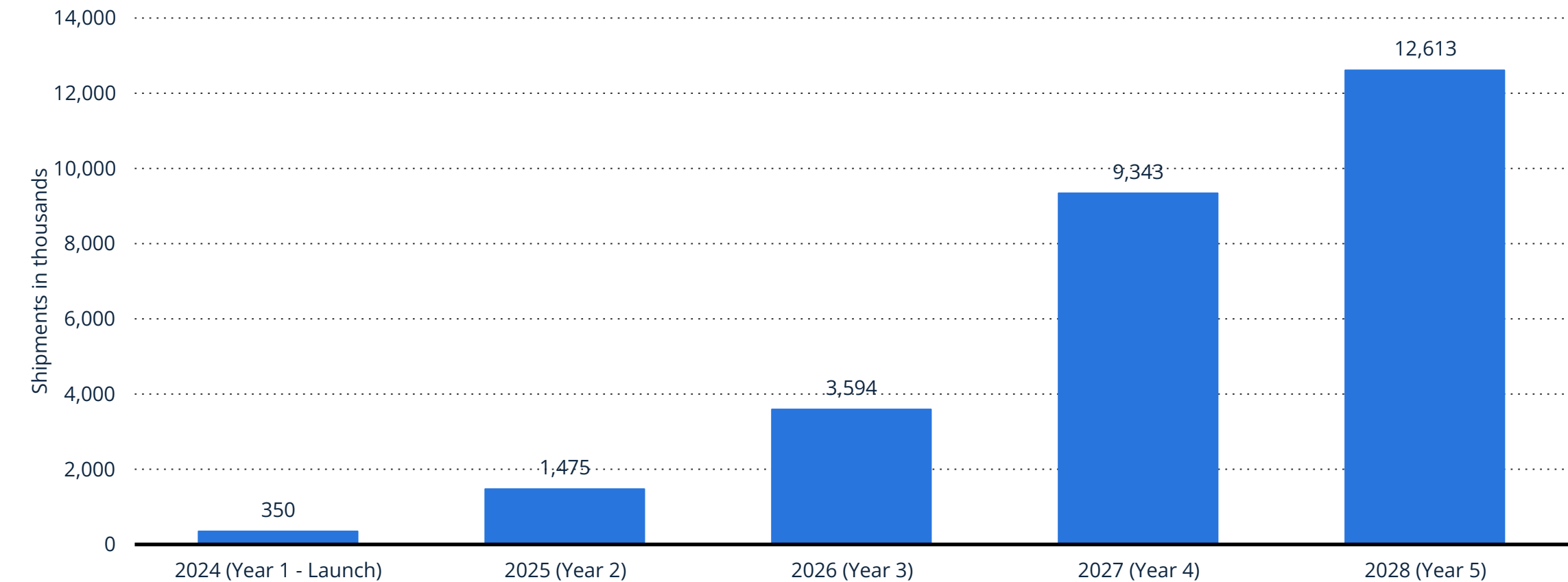


CHAPTER 05

Apple Vision Pro

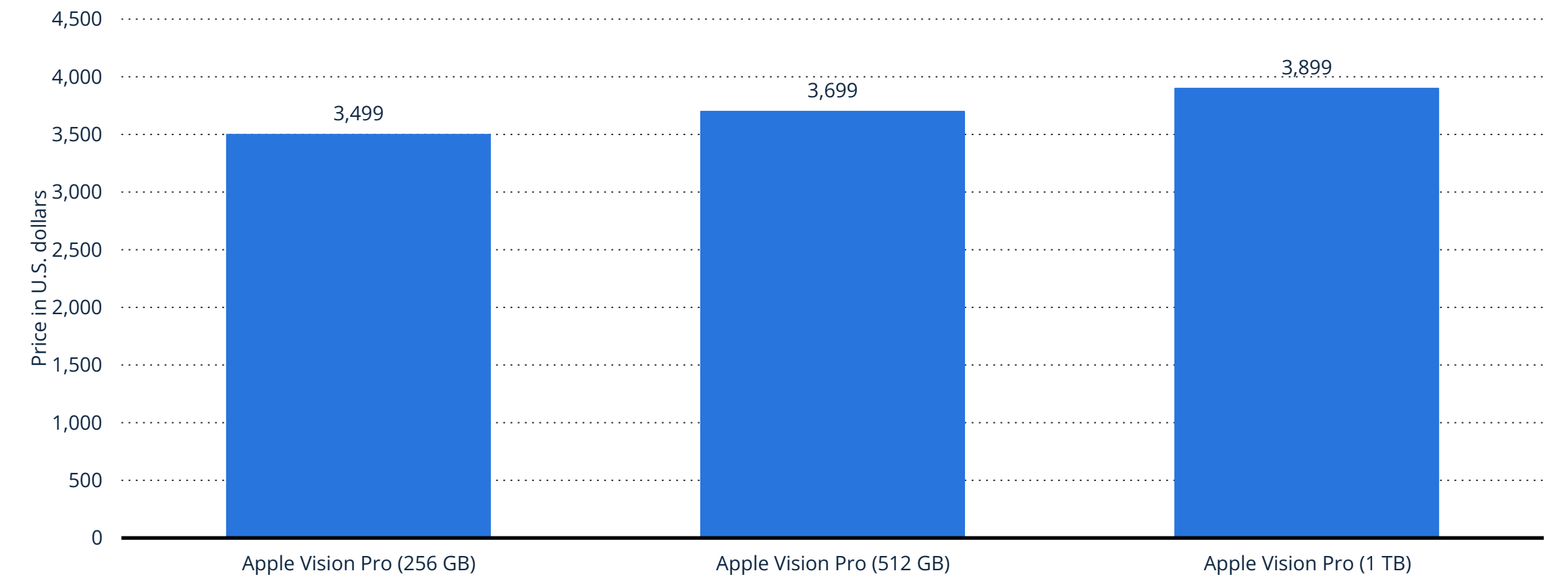
Apple Vision Pro shipment forecast worldwide from 2024 to 2028 (in thousands)

Apple Vision Pro shipment forecast worldwide 2024-2028



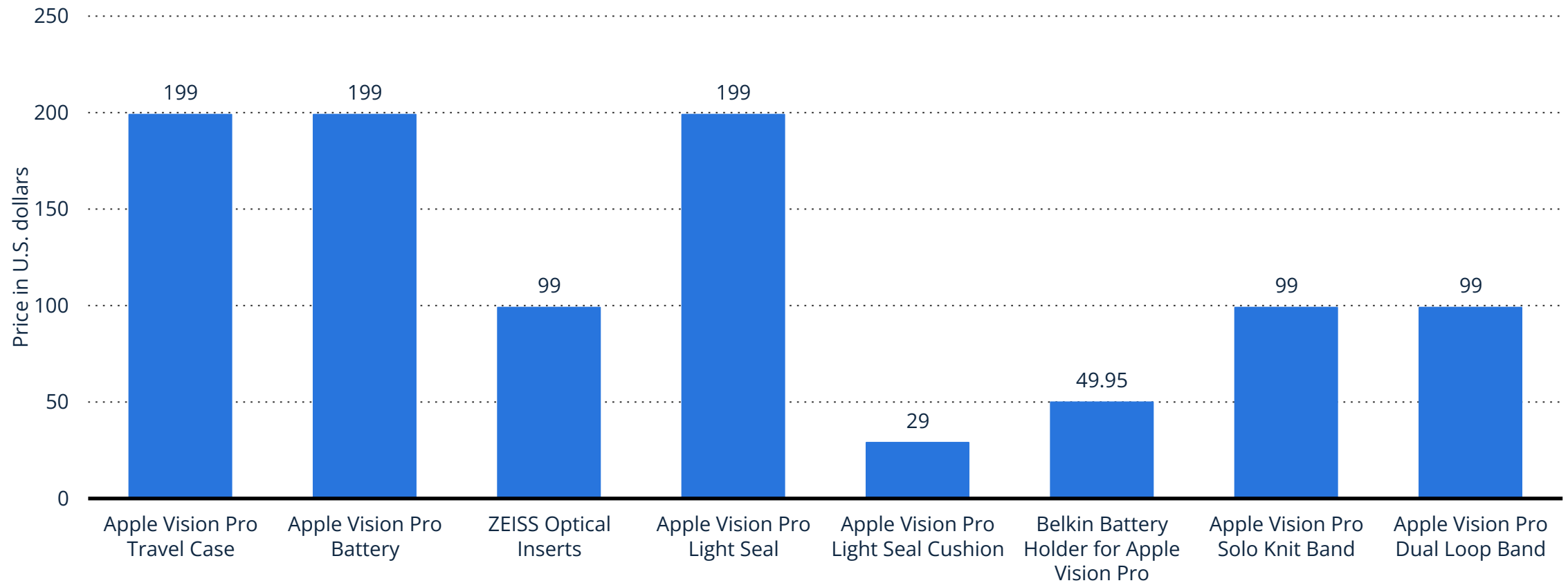
Apple Vision Pro price list in the United States as of January 2024, by storage size (in U.S. dollars)

Apple Vision Pro price list in the United States 2024, by storage size



Apple Vision Pro accessories price list in the United States as of January 2024 (in U.S. dollars)

Apple Vision Pro accessories price list in the United States 2024

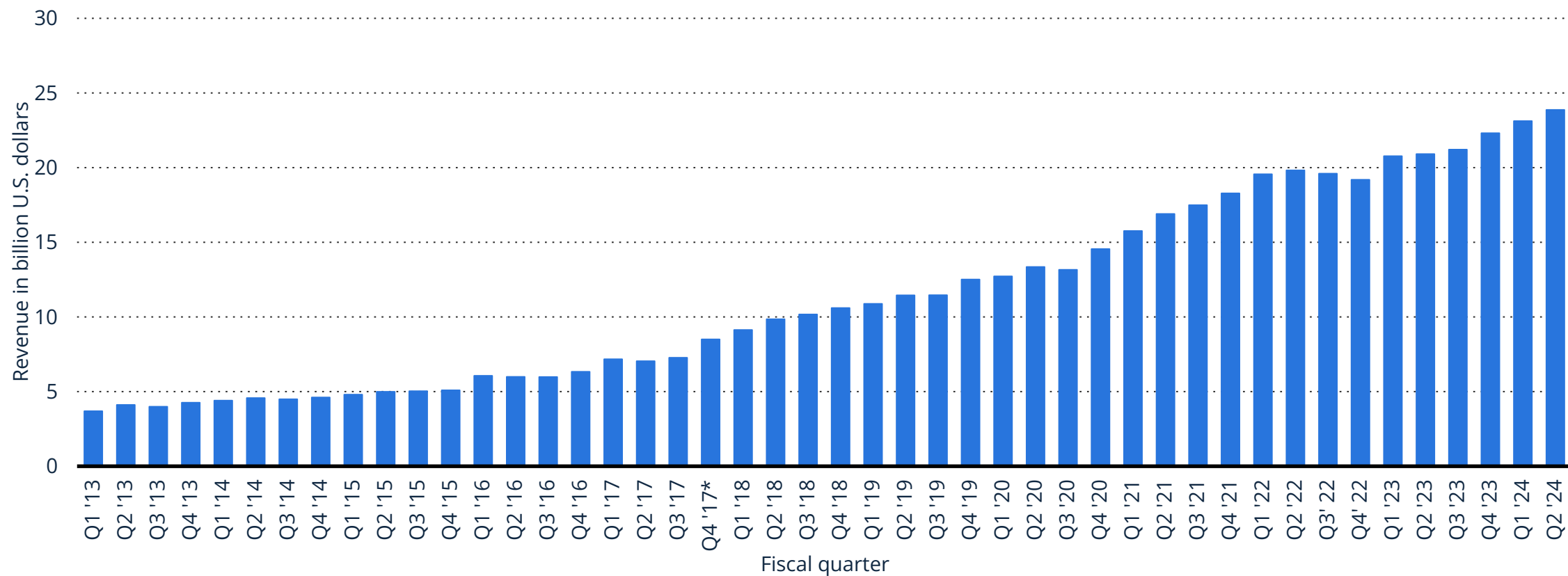


CHAPTER 06

Services

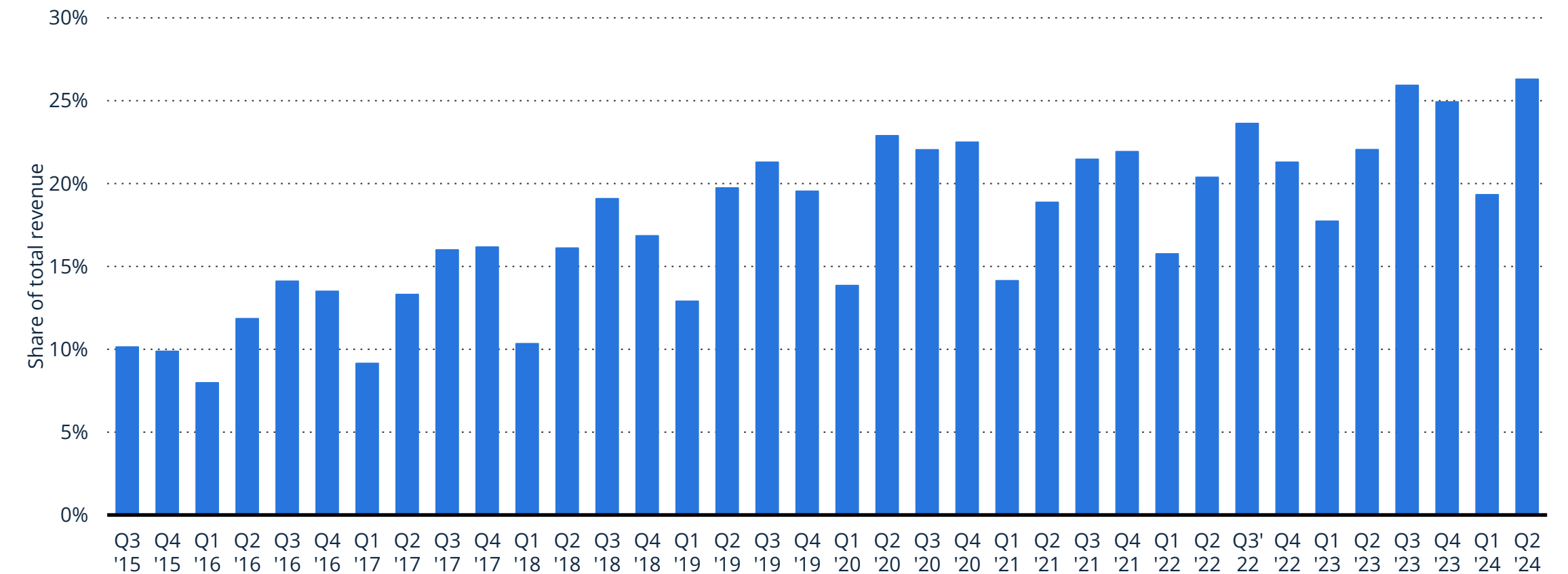
Apple's revenue from iTunes, software and services from 1st quarter 2013 to 2nd quarter 2024 (in billion U.S. dollars)

Revenue of Apple from services segment 2013-2024



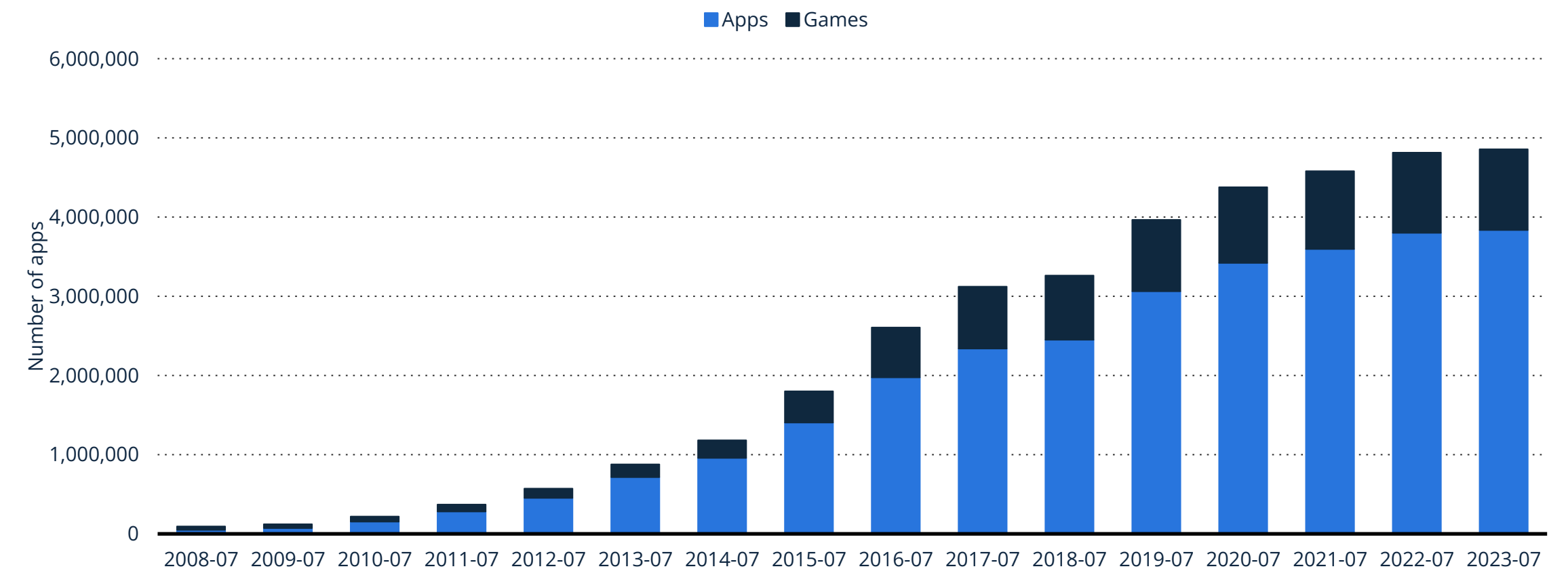
Revenue from services as a share of Apple's total global revenue from 3rd quarter 2015 to 2nd quarter 2024

Services revenue as share of Apple's total revenue 2015-2024, by quarter



Number of available apps in the Apple App Store from 2008 to July 2023

Number of active apps from the Apple App Store 2008-2023

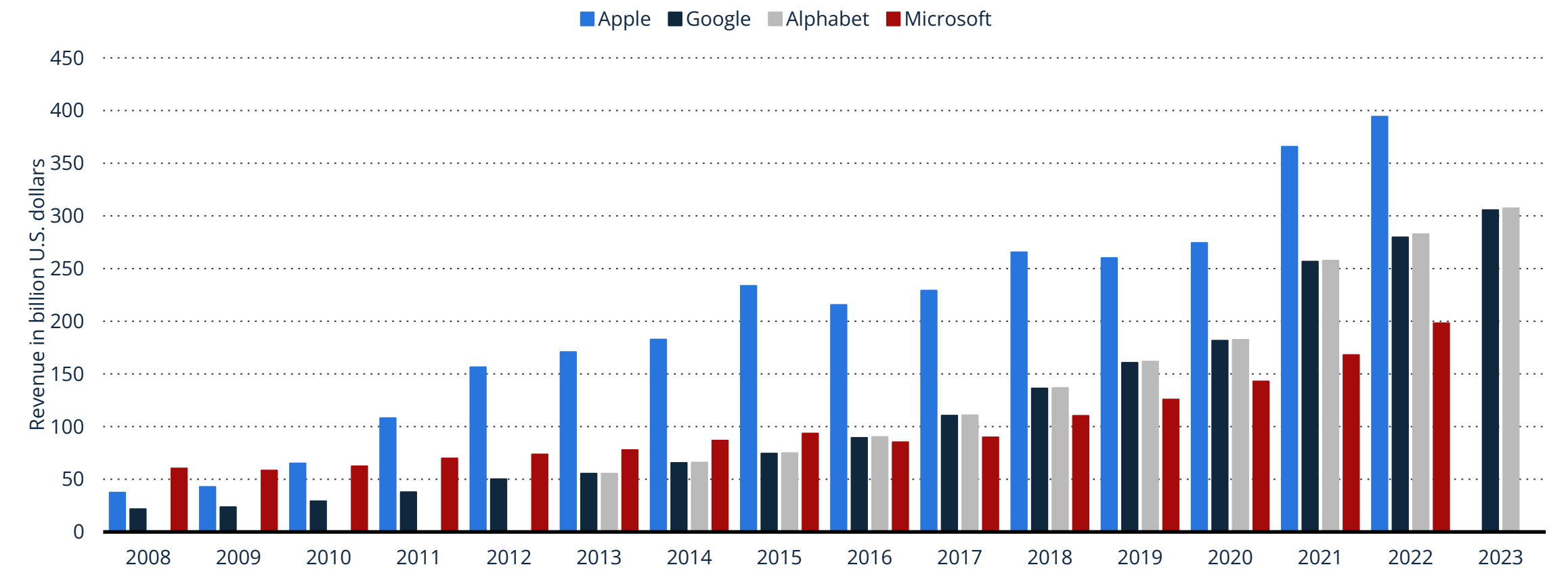


CHAPTER 07

Competitors

Revenue comparison of Apple, Google, Alphabet, and Microsoft from 2008 to 2023 (in billion U.S. dollars)

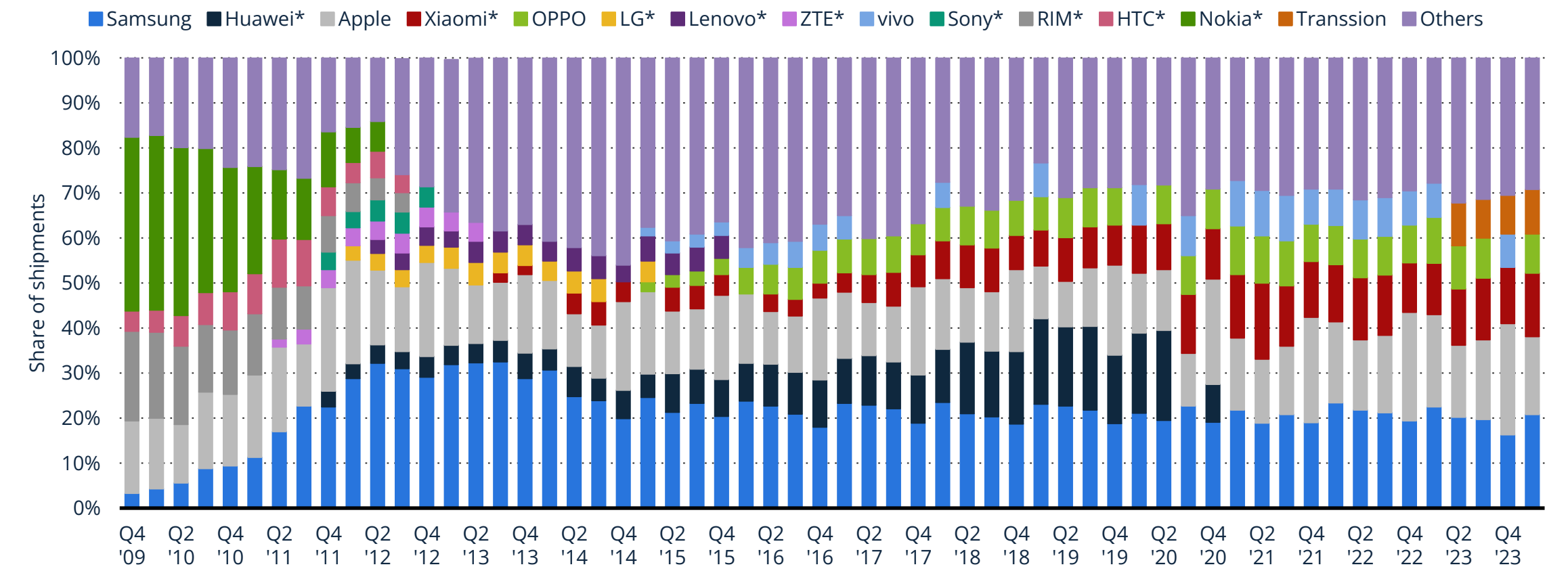
Apple, Google, and Microsoft: revenue comparison 2008-2023



45 **Description:** In the fiscal year 2023, Alphabet's revenue was 307.39 billion U.S. dollars. Comparatively, in the fiscal year of 2022, hardware-focused Apple's 394.33 billion U.S. dollar revenue was almost double the amount of Microsoft's 198.27 billion U.S. dollars. Whereas all of these companies have different market strengths, there are also overlaps and thus, competition. Apple and Google are direct competitors in the mobile phone market with their iOS and Android systems. [Read more](#)
Note(s): Worldwide; Fiscal years 2008 to 2023; *Apple's fiscal year ends in September of each year, Google's in December, and Microsoft's in June. Alphabet Inc. is an American multinational conglomerate created in 2015 as the parent company of [...] [Read more](#)
Source(s): Alphabet; Apple; Google

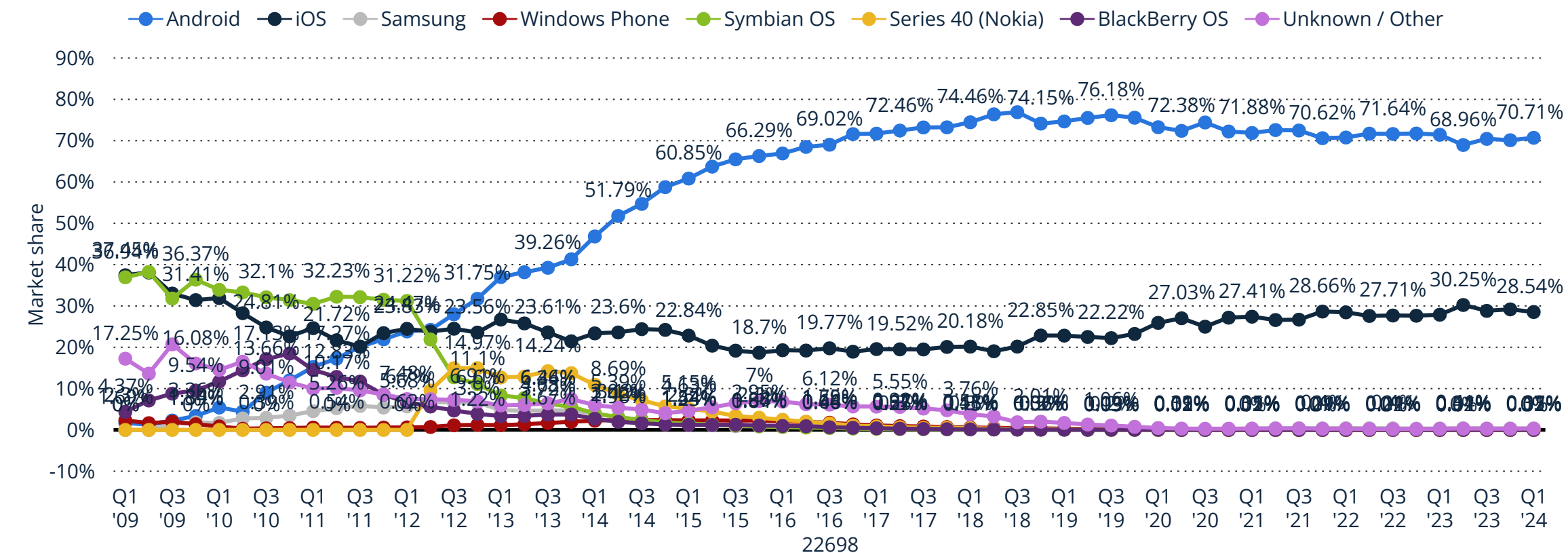
Global smartphone market share from 4th quarter 2009 to 1st quarter 2024, by vendor

Quarterly smartphone market share worldwide by vendor 2009-2024



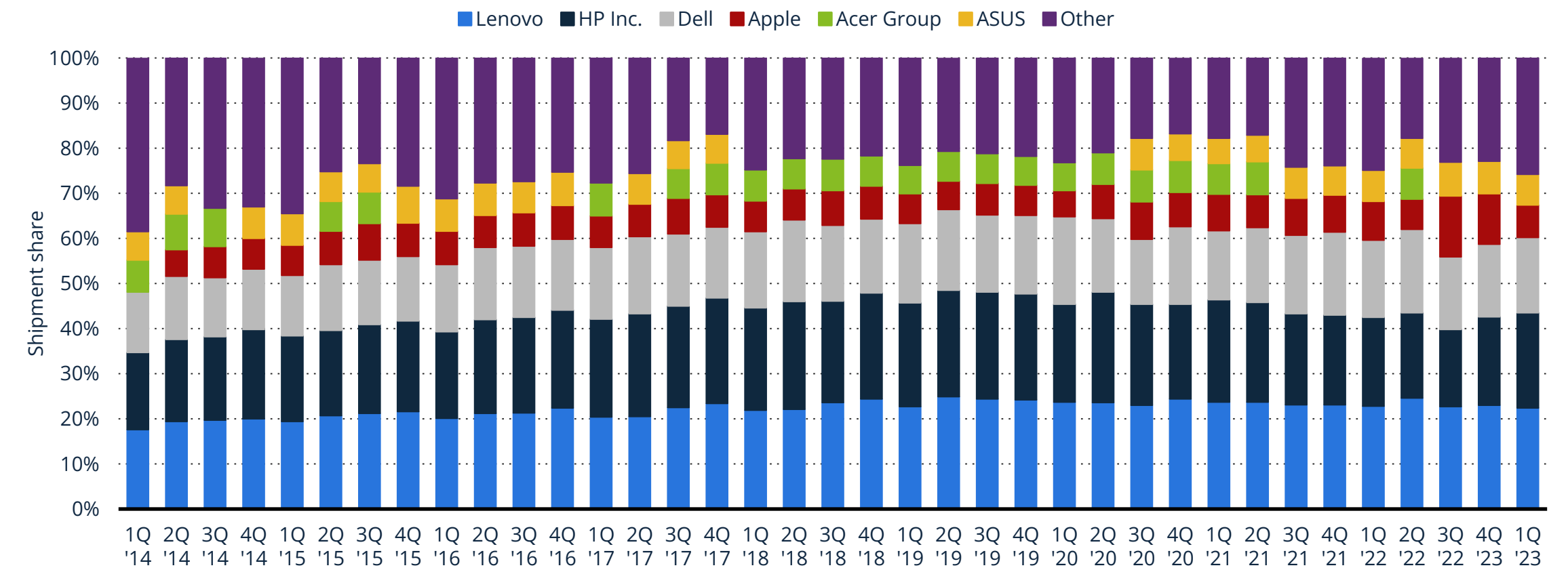
Market share of mobile operating systems worldwide from 2009 to 2024, by quarter

Market share of mobile operating systems worldwide 2009-2024, by quarter



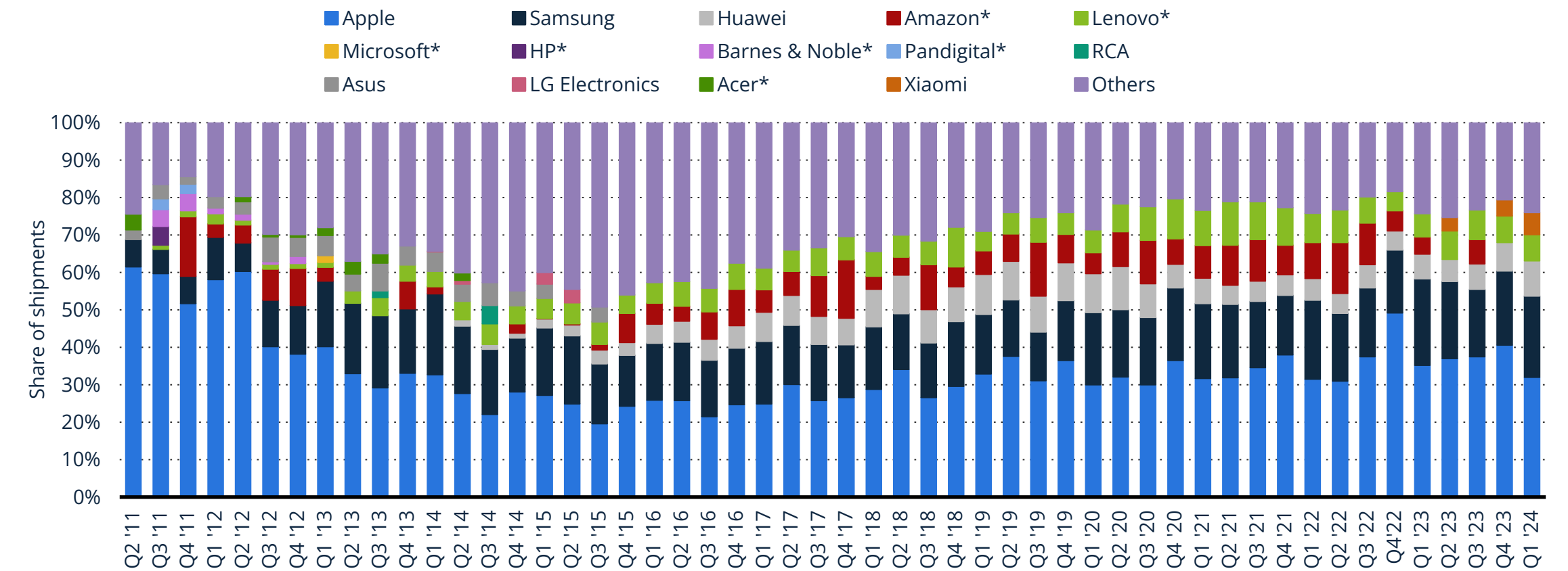
Personal computer (PC) vendor shipment share worldwide from 2014 to 2023, by quarter

Global PC vendor shipment market share 2014-2023, by quarter



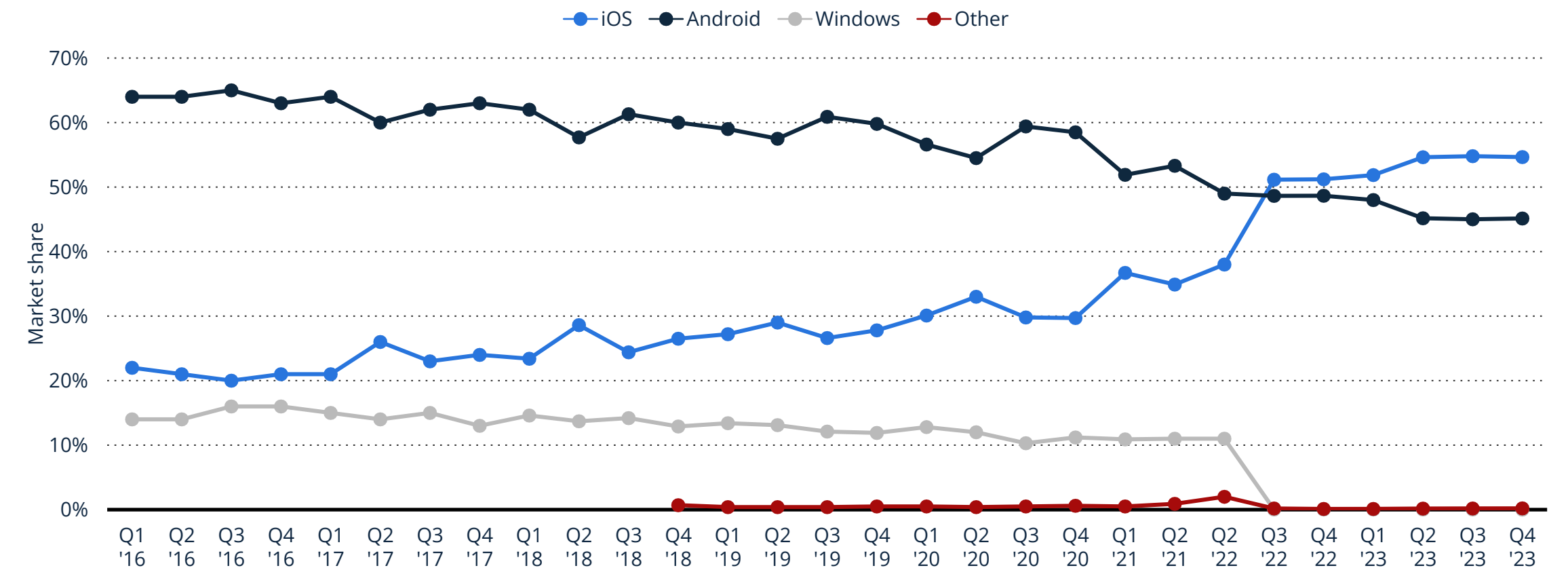
Tablet shipments market share by vendor worldwide from 2nd quarter 2011 to 1st quarter 2024

Global market share held by tablet vendors 2011-2024



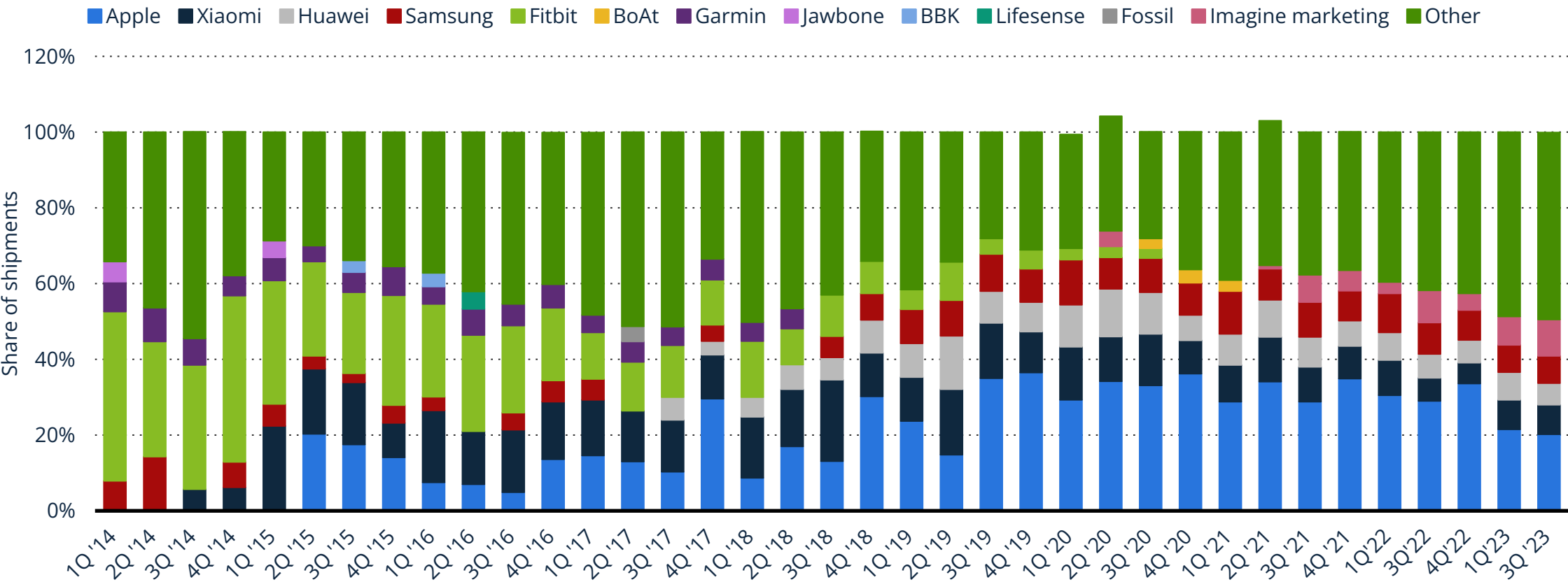
Market share of tablet operating systems worldwide from 2016 to 2024, by quarter

Market share of tablet operating systems worldwide 2016-2023, by quarter



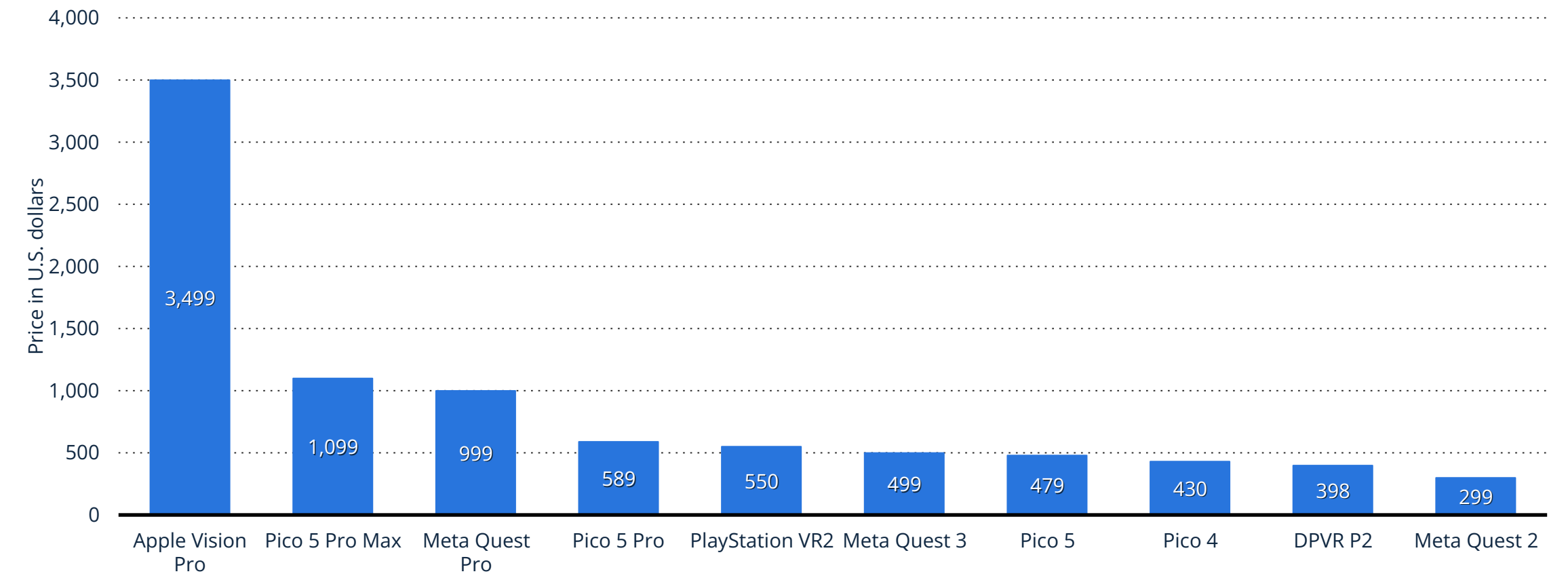
Market share of wearables unit shipments worldwide from 1st quarter 2014 to 3rd quarter 2023, by vendor

Wearables shipments worldwide market share 2014-2023, by vendor



Comparison of virtual reality (VR) headsets worldwide in 2024, by price (in U.S. dollars)

Comparison of VR headsets worldwide 2024, by price

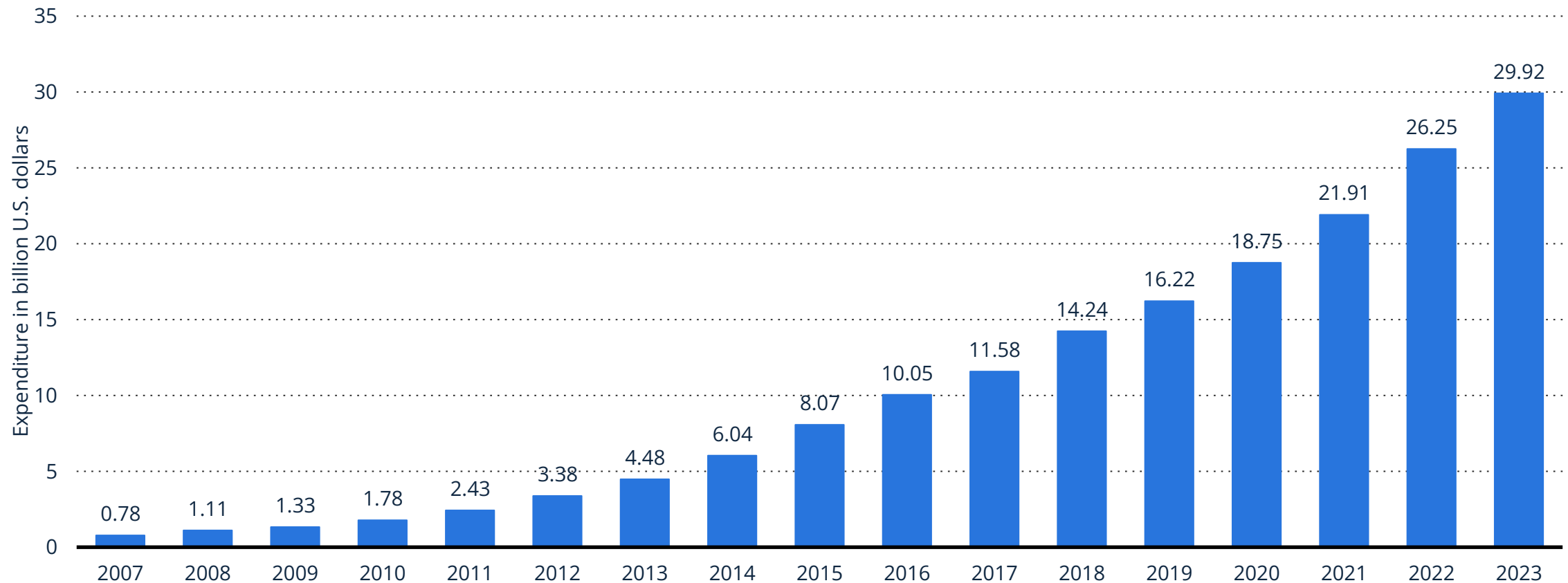


CHAPTER 08

Investments and sustainability

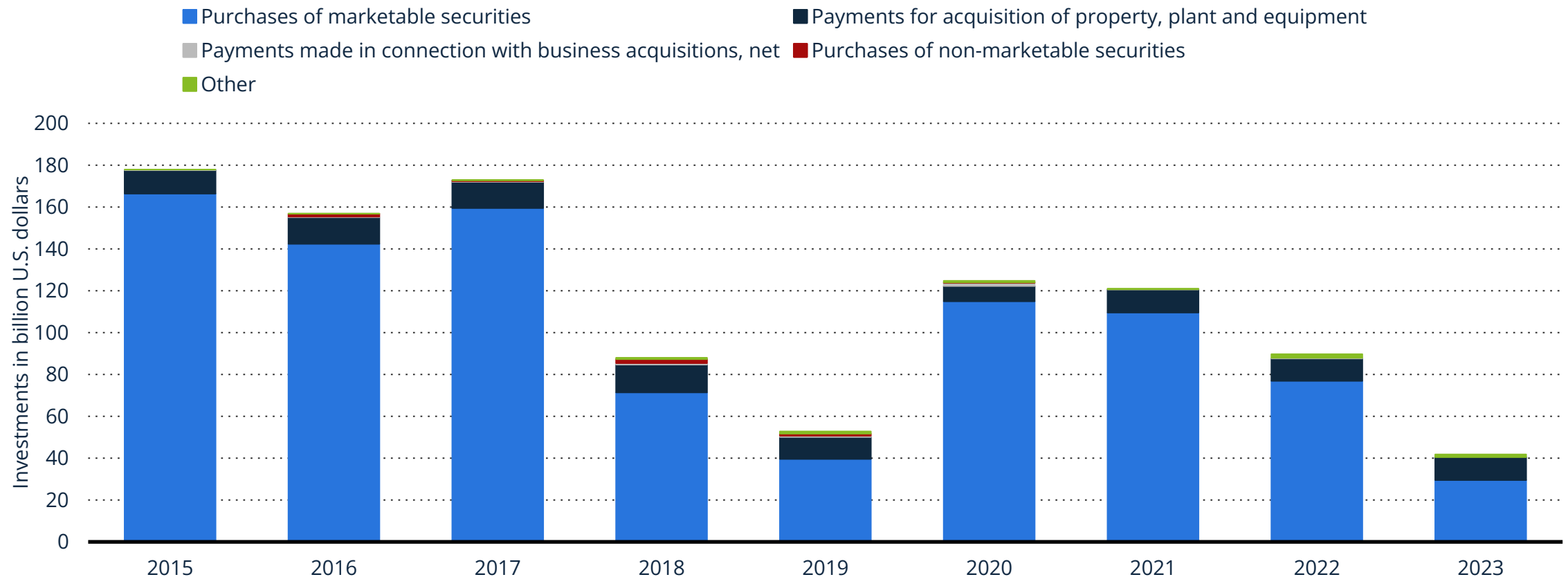
Apple Inc's expenditure on research and development from fiscal year 2007 to 2023 (in billion U.S. dollars)

Apple: expenditure on research and development 2007-2023



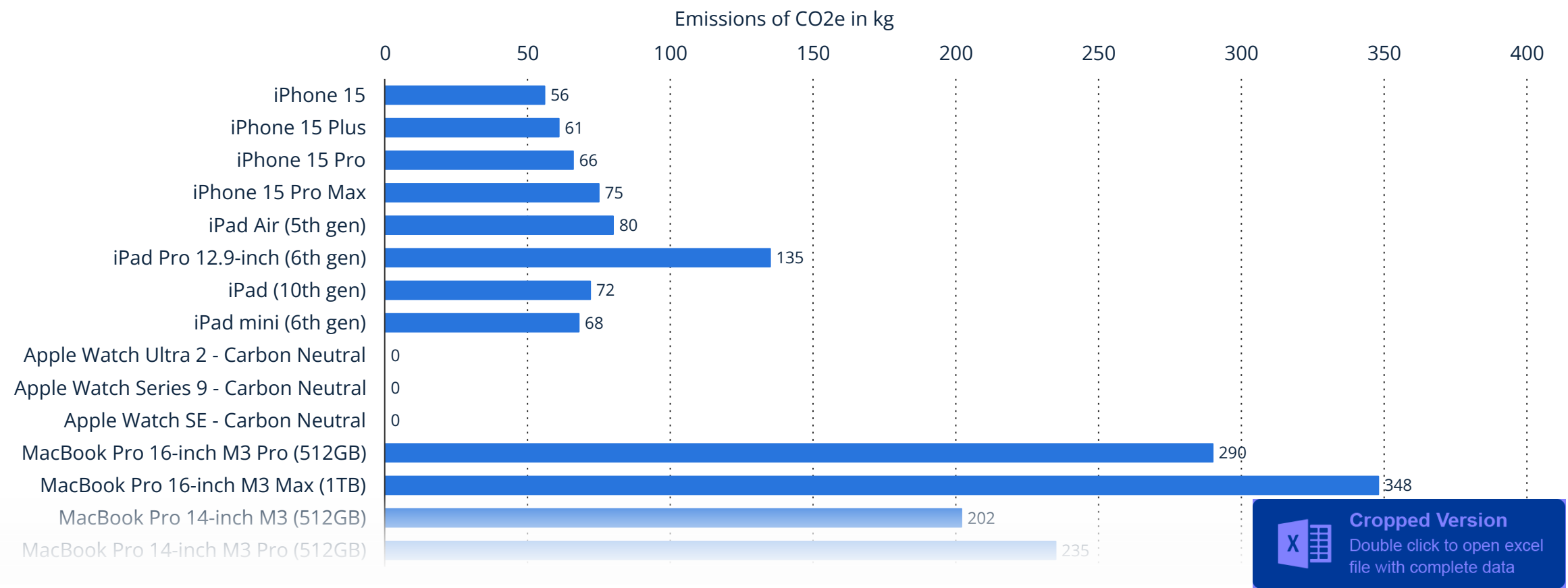
Apple's cash usage in investing activities from 2015 to 2023 (in billion U.S. dollars)

Apple's cash usage in investing activities 2015-2023



Total greenhouse gas emissions of Apple flagship devices as of 2024, by product (in kilograms CO2e)

Carbon emissions of Apple flagship devices 2024, by product



Cropped Version
Double click to open excel
file with complete data

Sources

Alphabet
Apple
Canalys
Gartner
Gizchina
Google
HardwareZone
IDC
MacRumors.com
Mixpanel
PocketGamer.biz
StatCounter
Statista
Statista Consumer Market Insights
Statista Technology Market Insights
TrendForce
VentureBeat
VRcompare