

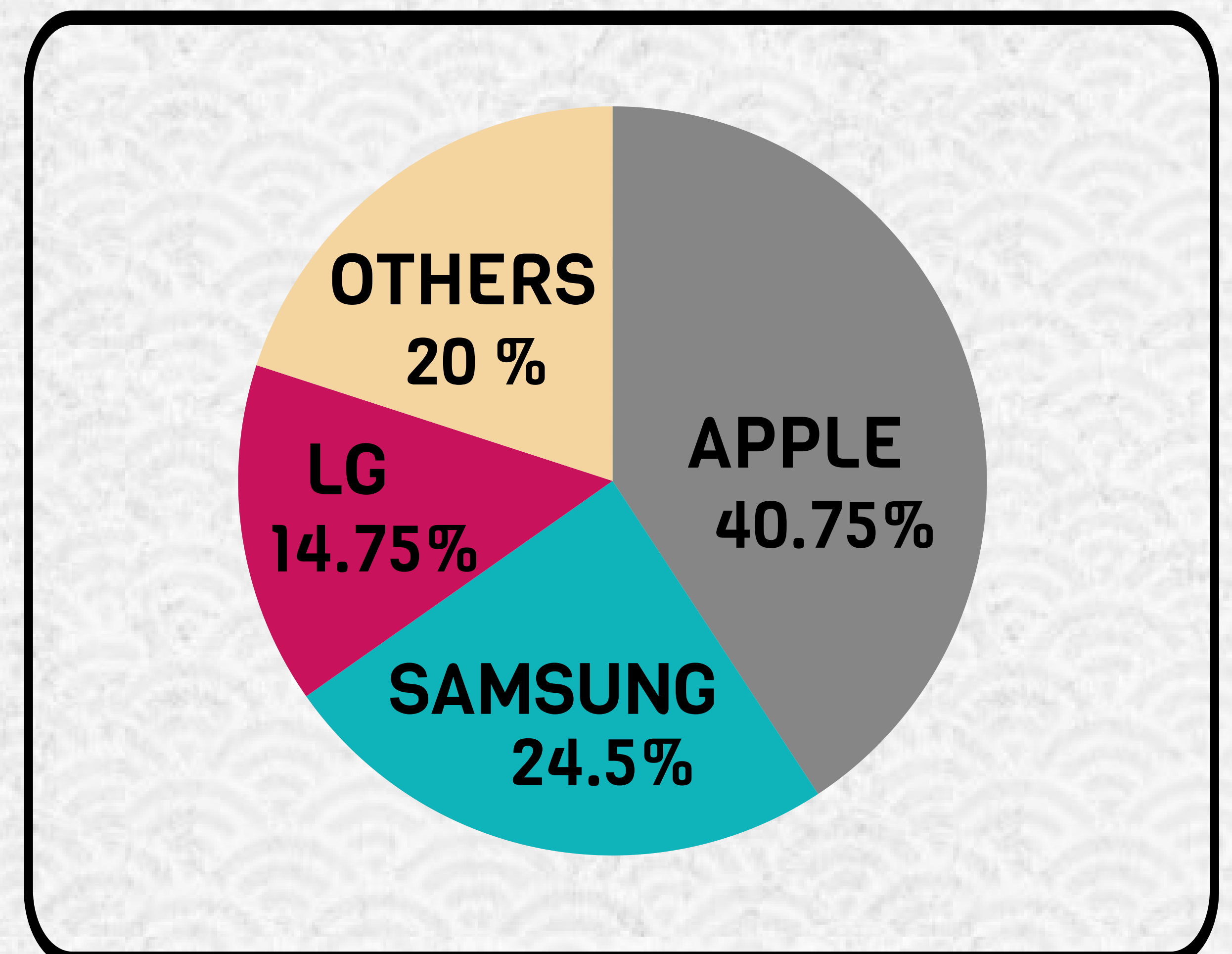


SMARTPHONE MARKET ANALYSIS - USA

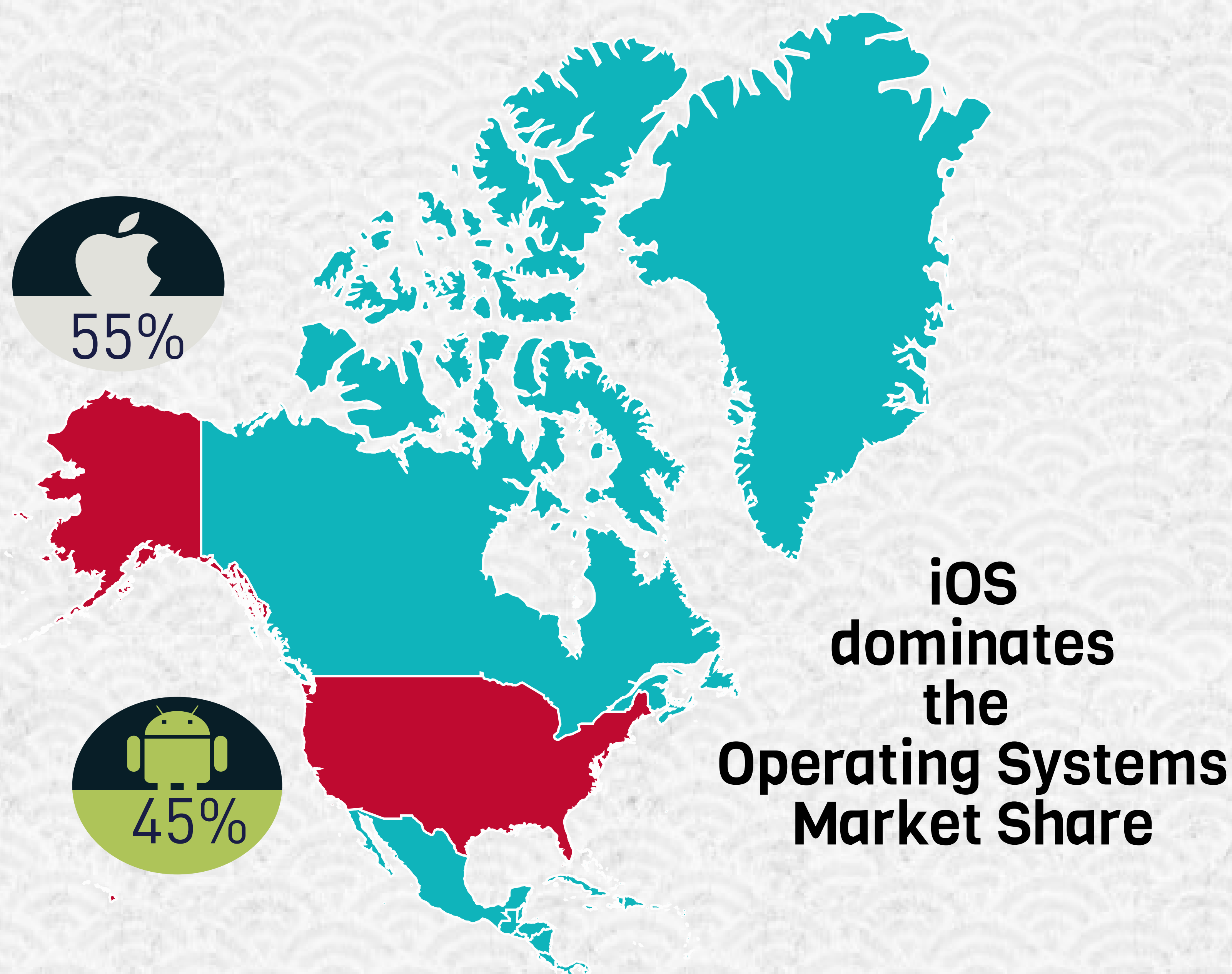
SMARTPHONE PRODUCTION OVER THE YEARS



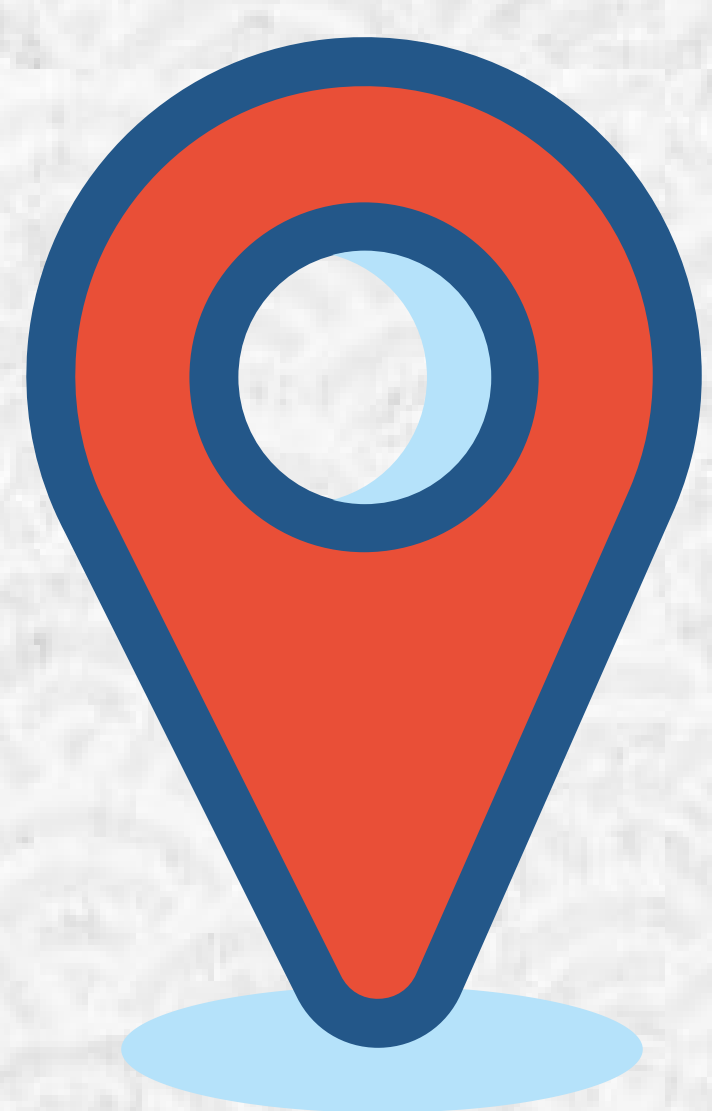
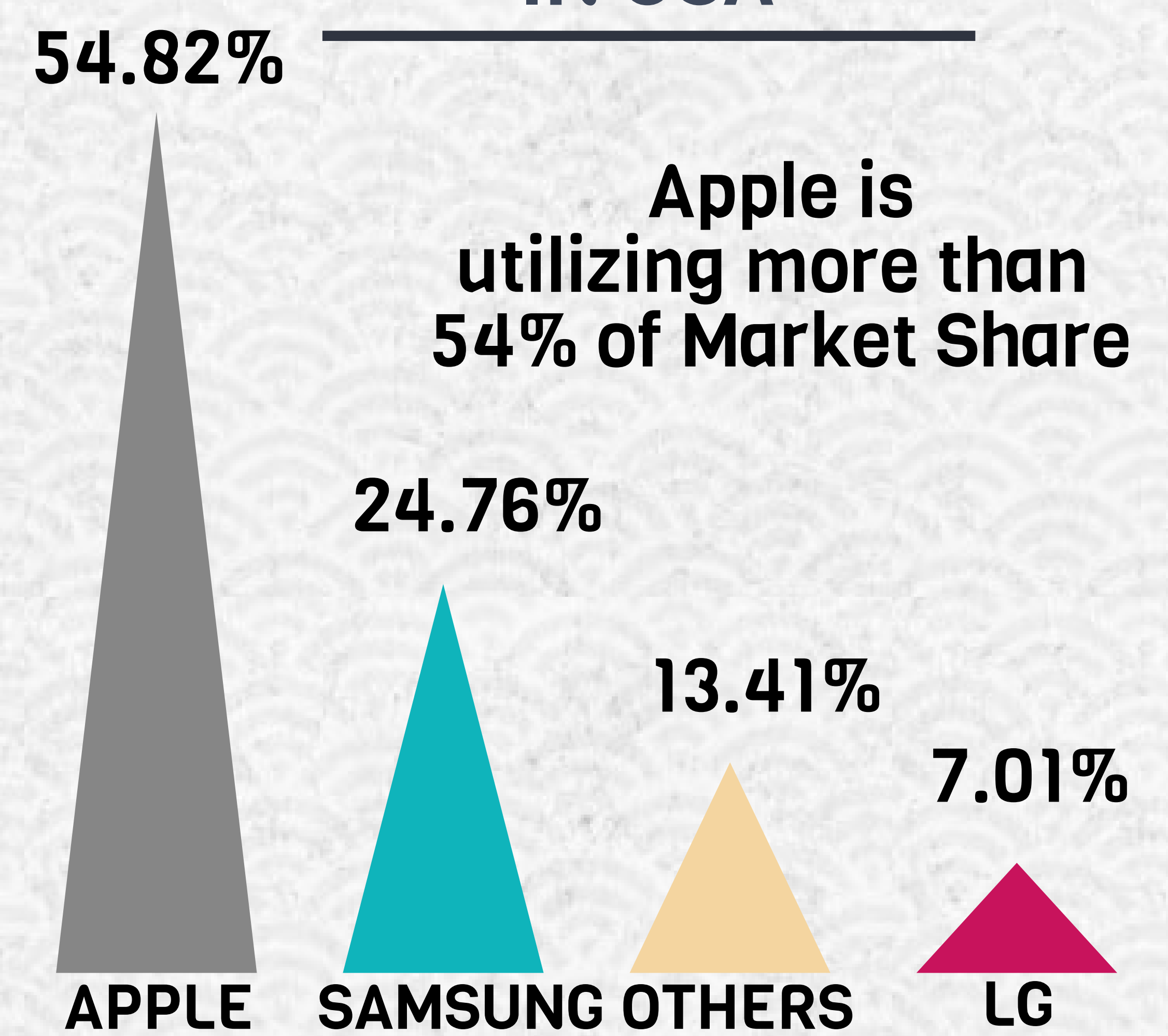
SHIPMENT IN PERCENT



OPERATING SYSTEM MARKET SHARE VALUE

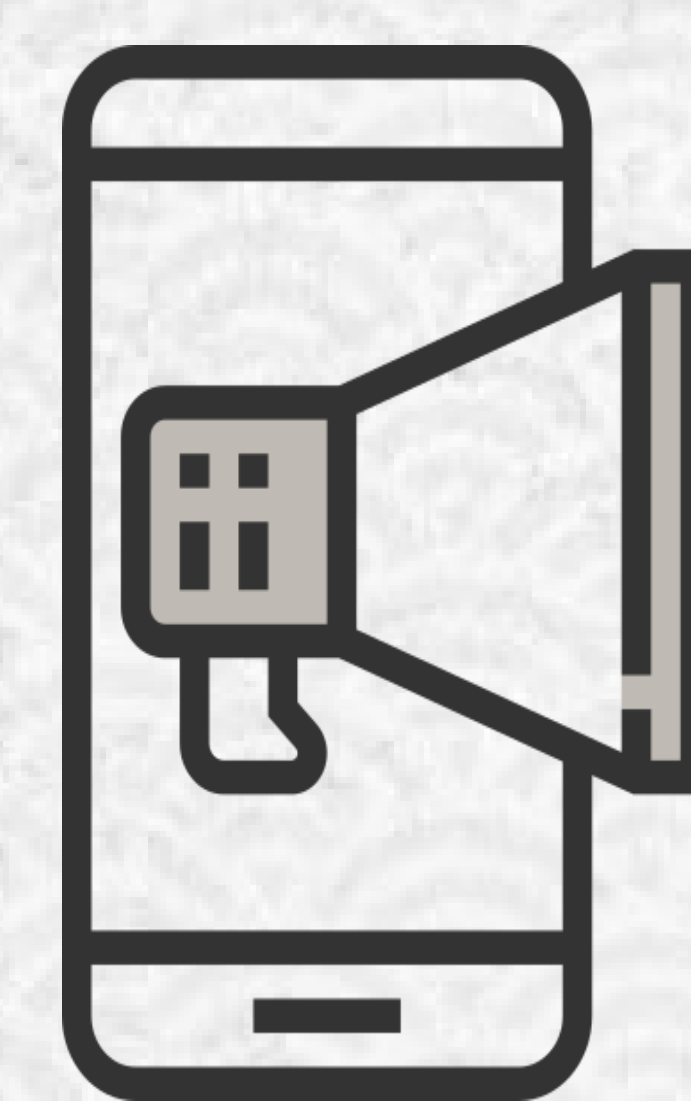


MARKET SHARE IN USA



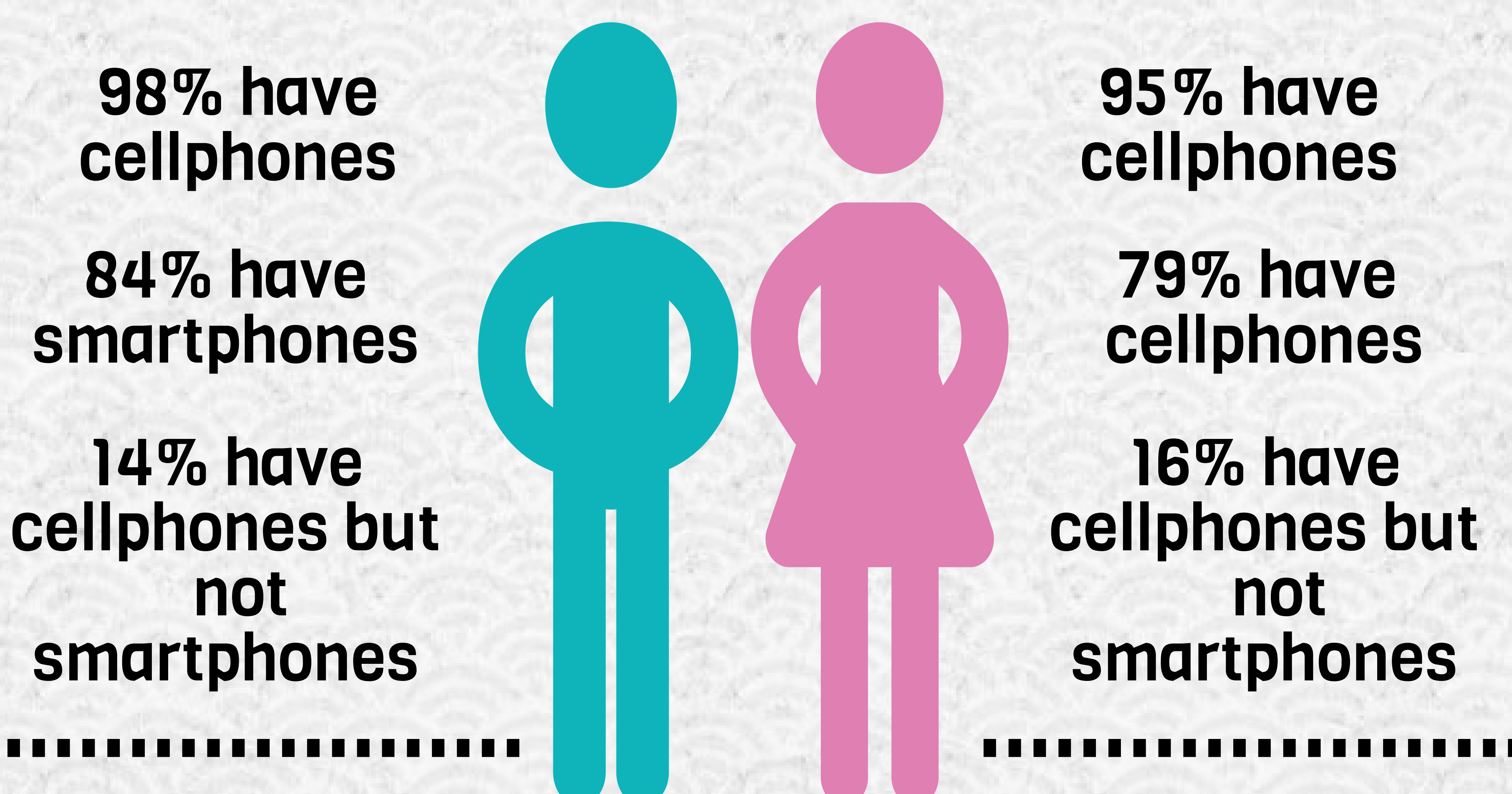
SMARTPHONE USERS IN USA

257.3 MILLIONS



iPhone end-users are very loyal compared to other smartphone users

SMARTPHONE OWNERSHIP BY GENDER



22% Increase in iPhone's sales revenue from the years 2016 to 2018



SOURCES:

<https://www.statista.com/statistics/201182/forecast-of-smartphone-users-in-the-us/>
<https://www.statista.com/statistics/263402/apples-iphone-revenue-since-3rd-quarter-2007/>
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<http://gs.statcounter.com/vendor-market-share/mobile/united-states-of-america/#yearly-2018-2018-bar>
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<https://www.counterpointresearch.com/us-market-smartphone-share/>

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