LITERATURE SURVEY

Market Expansion: Over this period, Apple continued to expand its presence in India, which is one of the world's largest smartphone markets. Efforts included setting up manufacturing facilities and partnering with local suppliers, which aimed to reduce import costs and make iPhones more affordable for Indian consumers. I phone sales generated $205 billion revenue for apple in 2022, more than microsoft’s total revenue.

Product Releases: Apple regularly introduced new iPhone models with advanced features and improved specifications and it’s first model launched in 2006. The iPhone X, XR, XS, 11, 12, and 13 series were some of the notable releases during this period. These launches often led to increased interest and sales.

Ecosystem Growth: The Apple ecosystem continued to grow, with services like the App Store, Apple Music, Apple TV+, and iCloud gaining traction in India. This ecosystem approach aimed to create a seamless user experience and encourage customers to stay within the Apple ecosystem.

Rising Competition: While iPhones maintained a strong position in the premium smartphone segment, competition from Android-based smartphones, especially those from companies like Samsung, Xiaomi, OnePlus, and others, remained intense. These competitors often offered more budget-friendly alternatives with similar features.

Local Manufacturing: Apple's increased focus on local manufacturing in India allowed the company to meet domestic demand while benefiting from government incentives and reducing import duties.

Retail Expansion: Apple expanded its retail presence in India, including the opening of Apple Stores and authorized resellers in various cities. These stores provided customers with a more immersive and comprehensive Apple experience.

Regulatory Challenges: Apple faced some regulatory challenges in India, including issues related to import tariffs, data localization, and the development of local content for its devices.