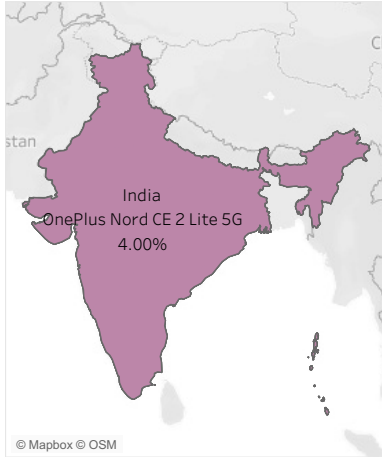


Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

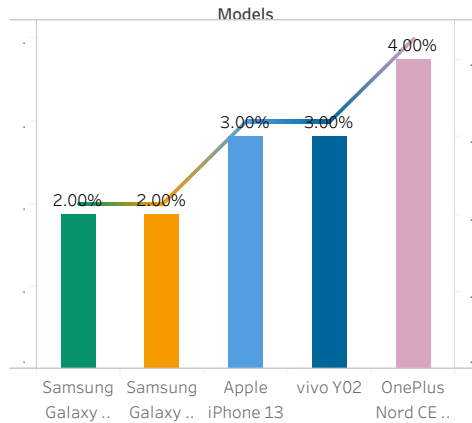
More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed that 2015 peak, but declined in 2022 to 232.2 million units.

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

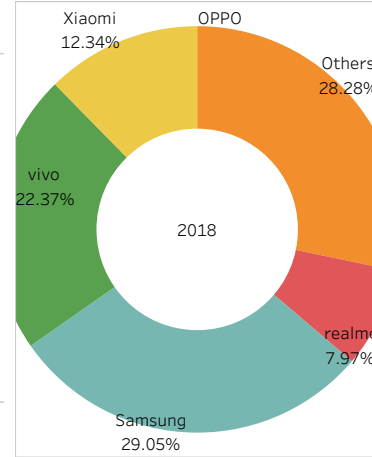
## Global Market Share



## Country wise best selling smartphone



## Quarterly- Share



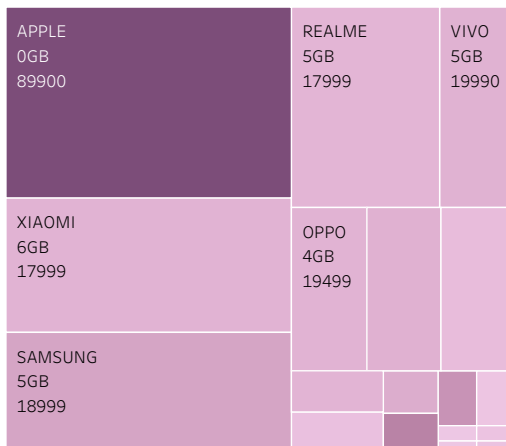
Country  
India

Country  
India

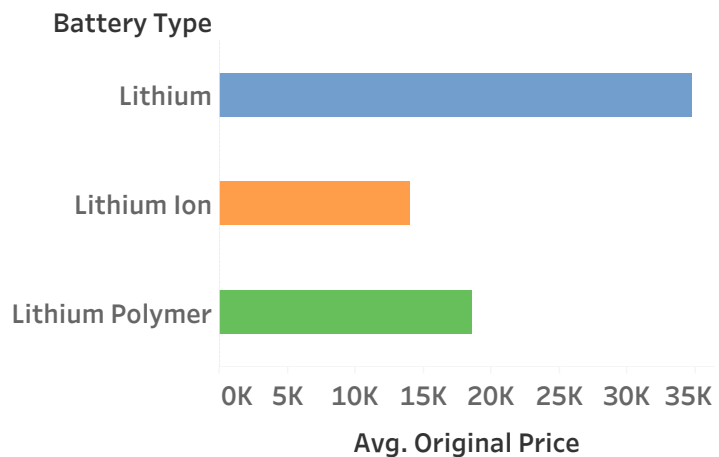
Year  
2018

Brand  
MOTORO..

## Brand Price comparison



## Battery Type Distribution



Apple continues to strengthen its standing in the smart phone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smart phone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed that of 2015 peak, but declined in 2022 to 232 million units.

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

ColourMultiple values

BrandAPPLE

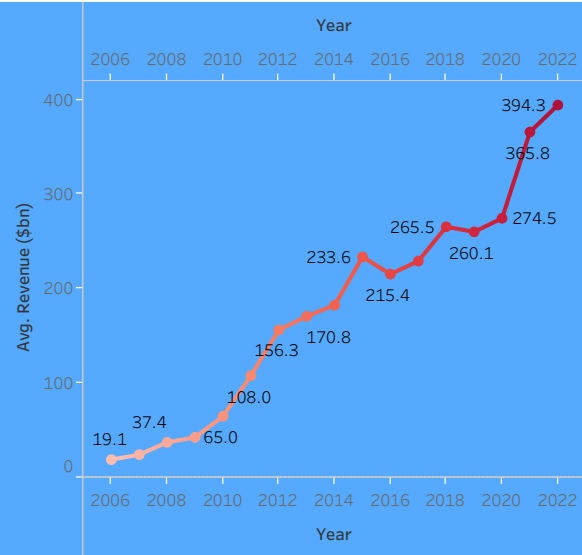
Year2022

KPI

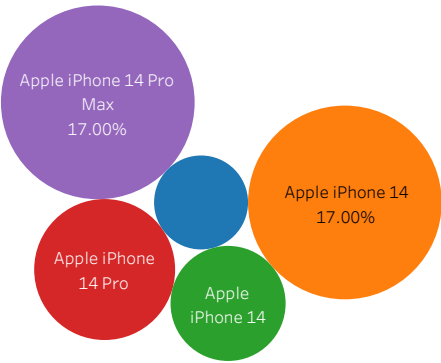
Brand	Discount Percentage	MRP	Star Rating	Sale Price	Sales Difference
Apple	0	77,000	5	77,000	0

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334

Annual Revenue (2006-2022)



Model Wise Share



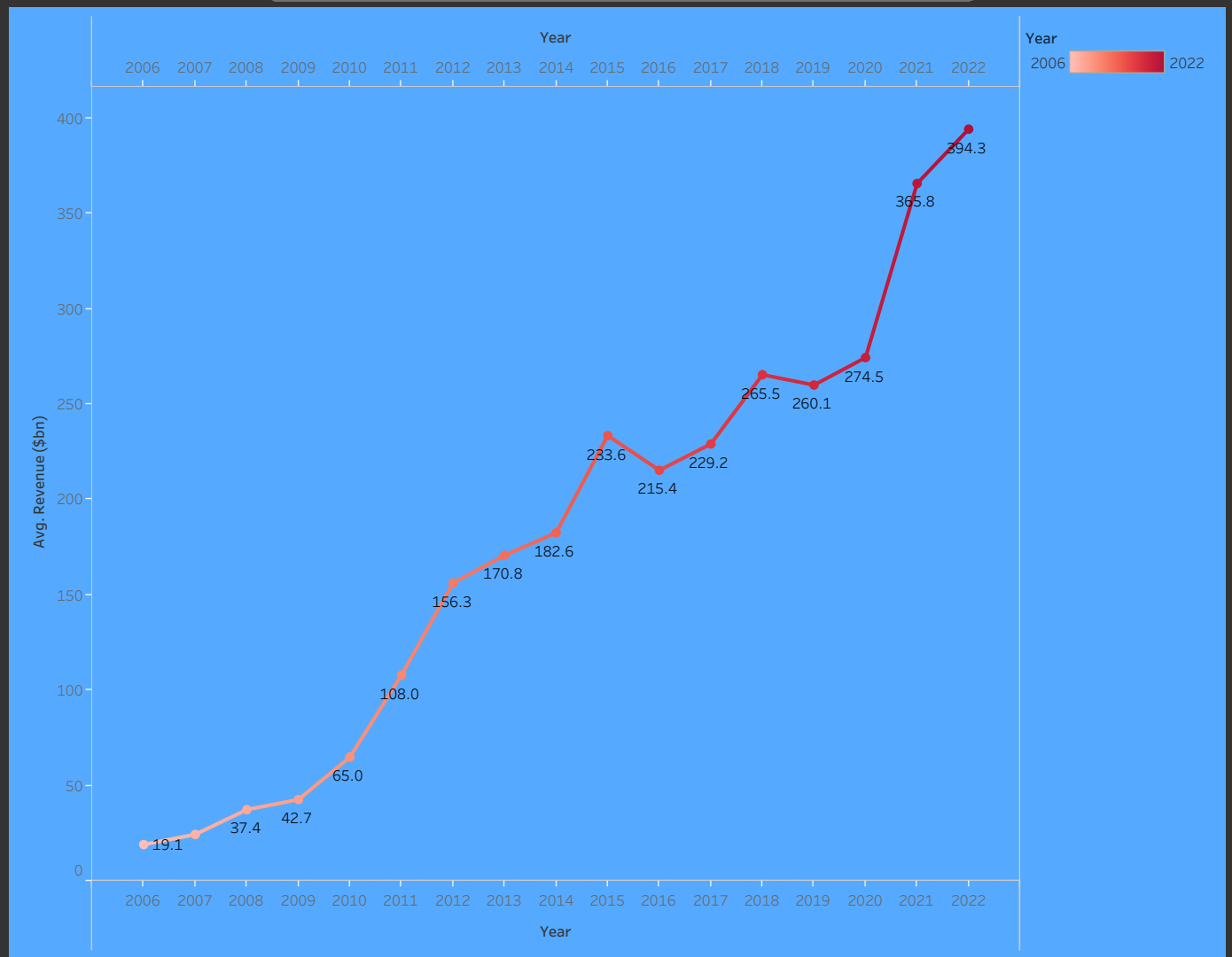
Model specification

APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE ..	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE ..	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE I..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE I..	A Bionic Chip, ..	12MP	12MP + 12MP	Blue	189,800
APPLE I..	A Bionic Chip, ..	12MP	12MP + 12MP	Blue	99,900

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed that 2015 peak, but declined in 2022 to 232.2 million units.

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

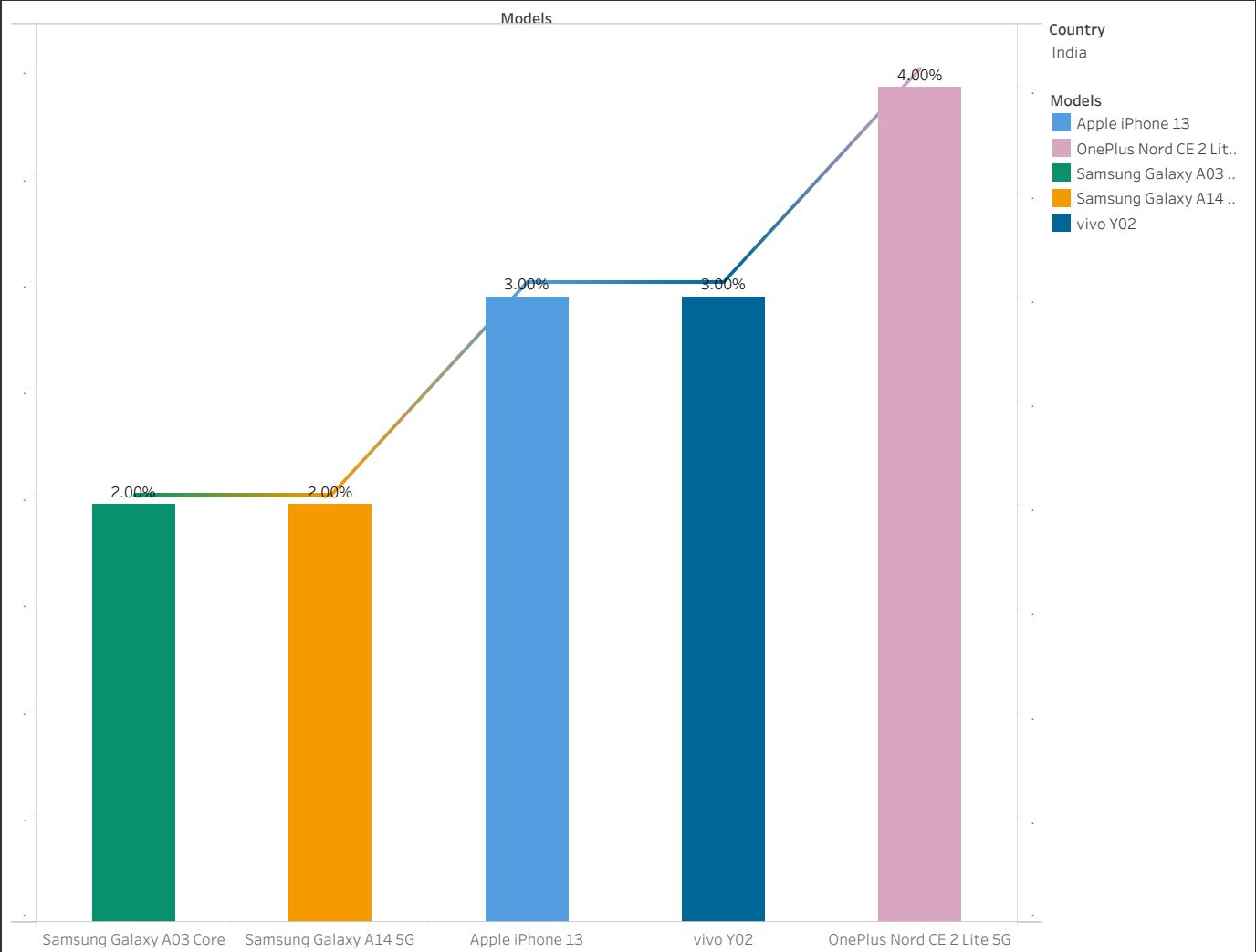
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone yet to make its impact in India.



Iphone sales generated \$205 billion revenue for apple in 2022, more than microsoft total revenue. its sold 232 million iphone units that year.

Comparaitive analysis amongst various other leading brands in the smart phone industry shows that iphone yet to make its impact in india.

Although the iphone isn't far behind in the compition. its 3% market share in the global market depicted in the line-bar graph.



Iphone sales generated \$205 billion revenue for apple in 2022, more than microsoft total revenue. its sold 232 million iphone units that year.

Comparative analysis amongst various other leading brands in the smart phone industry shows that iphone yet to make its impact in india.

Although the iphone isn't far behind in the compition. its 3% market share in the global market depicted in the line-bar graph.

