

Apple continues to strengthen its standing in the the smartphone market. The brand has risen to a position of paticular dominance in the US. 6 of the top 10 most sold smartphone models in january2021 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 the 2015 peak, but declined in 2022 to 232.2 million units.

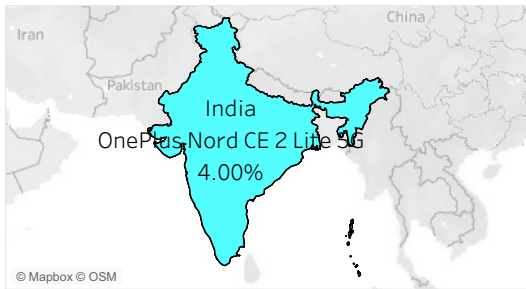
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comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in india . Its 3% market share in the global market is depicted in the line-bar graph.

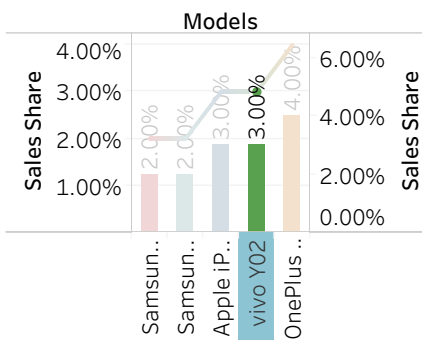
Year 2020

Brand O.. Country India
Ot..

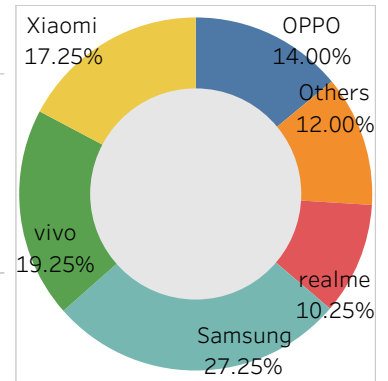
Global Marketing Share



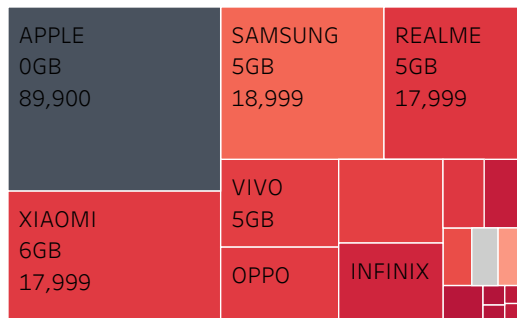
Countrywise Best Selling Smartphone



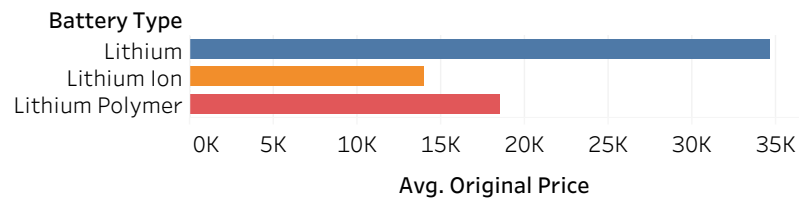
Quarterly Share



Brand Price Comparison



Battery Type Distribution



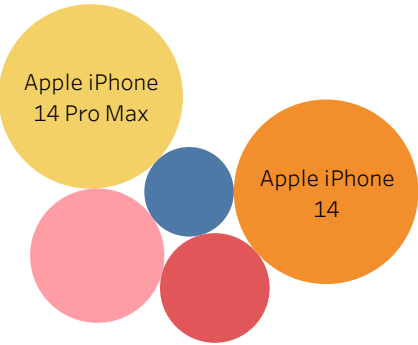
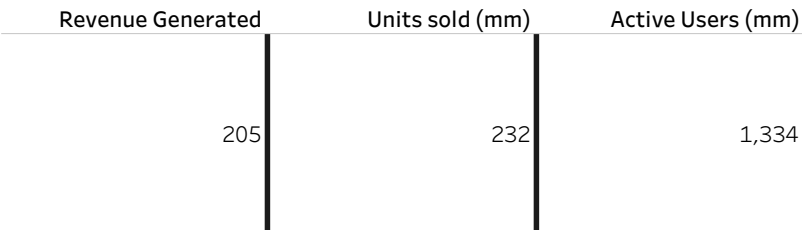
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KPI

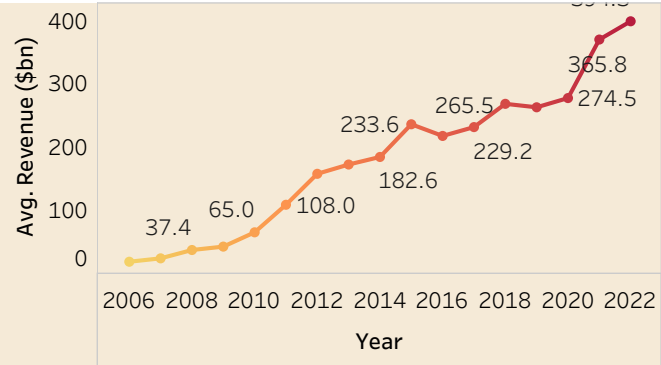
Model share

Year 2022

Brand	Discoun..	Mrp	Sale Pri..	Sales di..	Star Rat..
Apple	0	77,000	77,000	0	5



Annual Revenue(2006-2022)



model specification

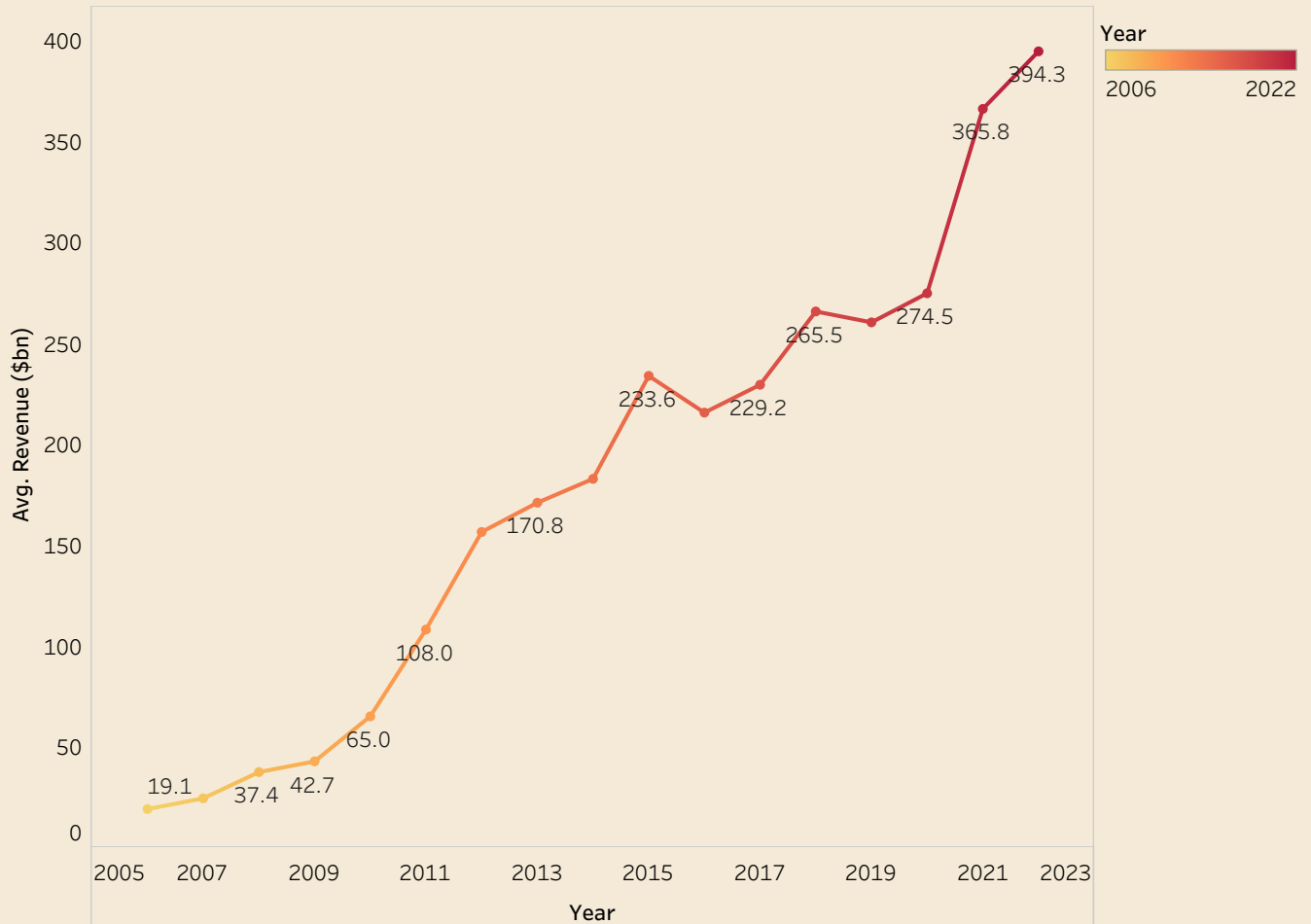
Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	43
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural En..	12MP	12MP + 12MP	Black	59
				Blue	59
APPLE IPHONE 12	A Bionic Chip with	12MP	12MP + 12MP	Black	74

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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 is yet to make its impact in India. Its 3% market share in the global market is depicted in the line-bar graph.



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