







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 10 most sold smartphone code is in January 2021 w More than 1 billlion consumers currently use iphones. Since its initially launch, more than 1.9 bollion iphones have been sold. iphone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units. Comparative analysis amongest various other loading brands in the smartphone industry shows that iphone is yet to make it's impact in India.It's 3%market share in the global market is depicted is the line-bar graph. Although the iphone isn't far behind in the competition. It is yet to scale-up it's marketing strategies and policy for evalutions for Indian audience.



