

Apple FY2024 – Performance Context Summary

During FY2024, Apple demonstrated resilient financial performance despite mixed demand conditions across hardware categories. Revenue showed variability across quarters, while margins remained relatively strong, reflecting Apple's pricing power and operational efficiency.

Services revenue continued to grow year-over-year, helping offset slower growth in certain hardware segments. Free cash flow remained robust, enabling continued capital returns to shareholders through buybacks. Overall, FY2024 highlighted Apple's ability to maintain profitability and cash generation even amid macroeconomic uncertainty.