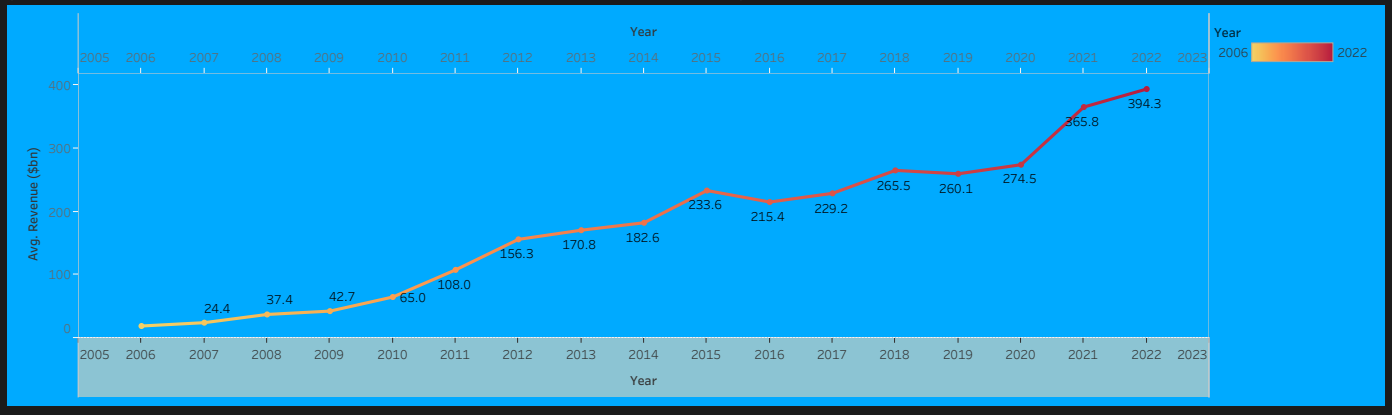


Story 1

Since its initiation in 2006 it has seen the tremendous increases in sales and revenue generation over the years, though a slight bump is being observed 2016 but ever since it has increased to 394.3 in 2022

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

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.



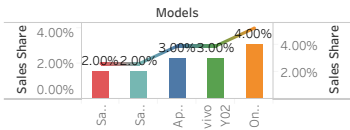
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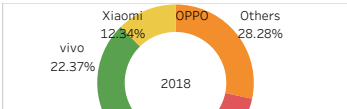
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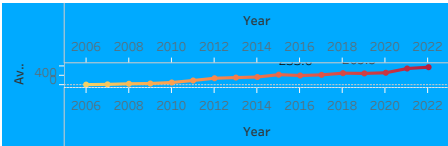
COUNTRY WISE BEST SELLING
SMARTPHONE



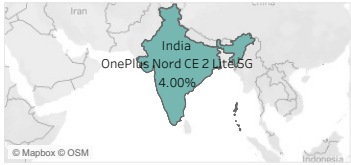
Quarterly-share



Annual Revenue



Global Market Share



Country
India

Models

- Apple iPhone 13
- OnePlus Nord CE 2 Lit..
- Samsung Galaxy A03 ..
- Samsung Galaxy A14 ..
- vivo Y02

Year
2018

Brand

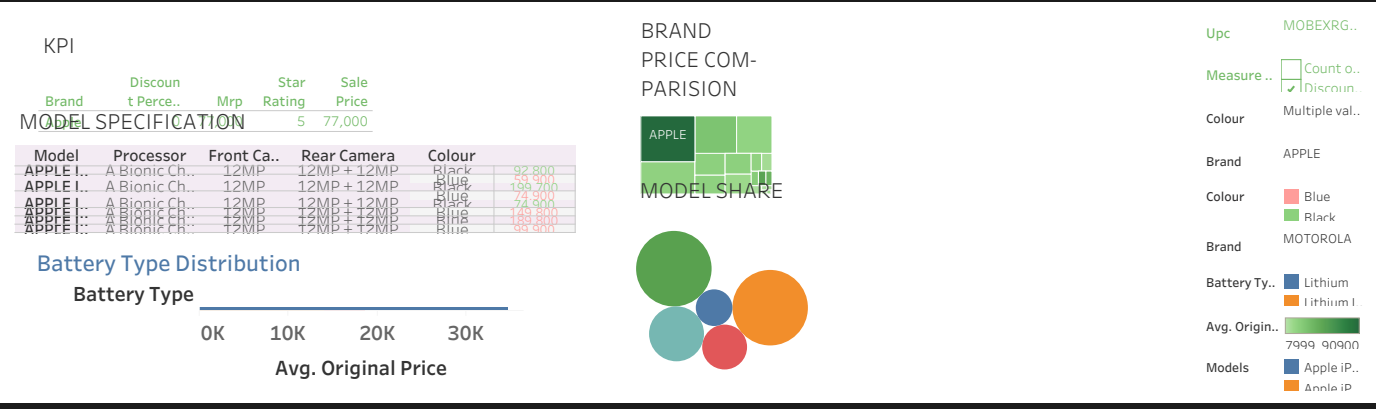
- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi

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Comparative analysis amongst various other leading brands in the smartphones industry shows that iPhone is yet to make it's impact in india



BRAND PRICE COMPARISON

MODEL SHARE

Upc

MOBEXRG..

Measure ..

Count o..

Discount ..

Colour

Multiple val..

Brand

APPLE

Colour

Blue

Black

Brand

MOTOROLA

Battery Ty..

Lithium

Lithium I..

Avg. Origin..

7999 90900

Models

Apple iP..

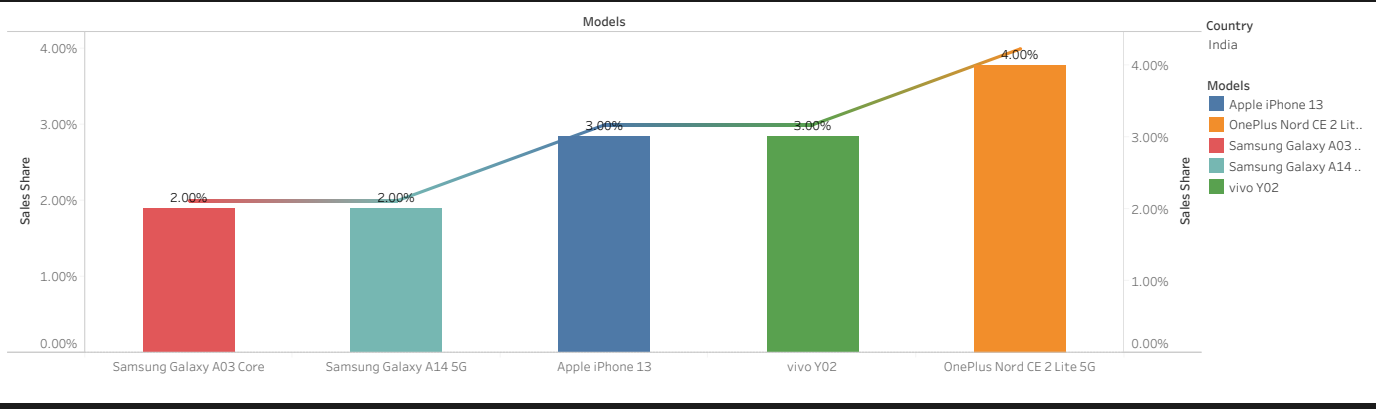
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Althrough the iphone isn't far behind in the competition ,it is yet to scale
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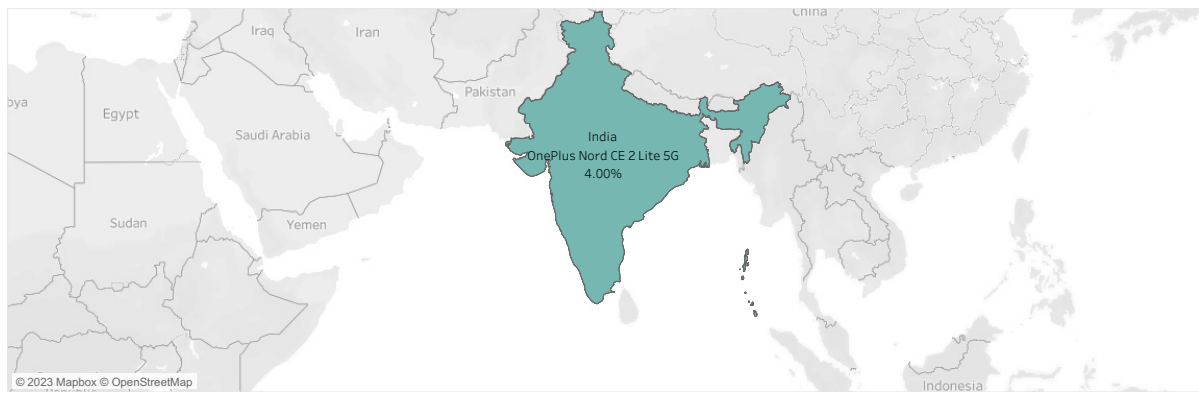


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Comparative analysis amongst various other leading brands in the smartphones industry shows that iPhone is yet to make its impact in India.

Although the iPhone isn't far behind in the competition, it is yet to scale up its marketing strategies and policy formations for Indian audience.



- Country
- ☐ China
 - ☐ France
 - ☐ Germany
 - ☒ India
 - ☐ Japan
 - ☐ South Korea
 - ☐ UK
 - ☐ USA

Country

India