

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 at apple.

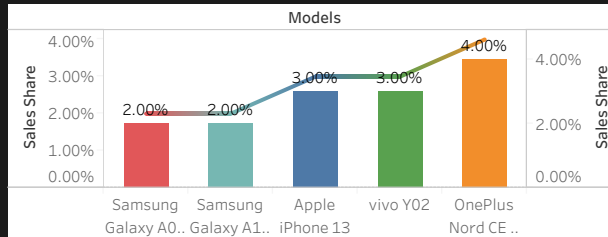
More than 1 billion consumers use iPhones. Since its initial launch ,more than 1.9 billion iPhones have been sold. iPhones sales in 2021 surpassed the 2015 peak ,but declined in 2022 to 232.2 millions units.

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

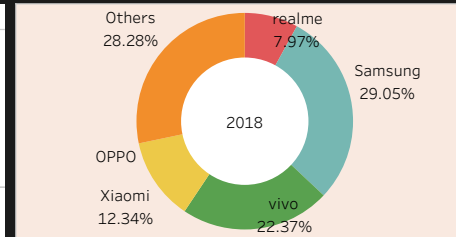
Global Market Share



Country wise best selling smartphone



Quarterly-share



Country

India

Country

India

Country

India

Models

Apple iPhone 13 OnePlus Nord C. Sam

Year

2018

Brand

realme

Samsung

vivo

Avg. Original Price

7999 90900

Brand

MOTOROLA

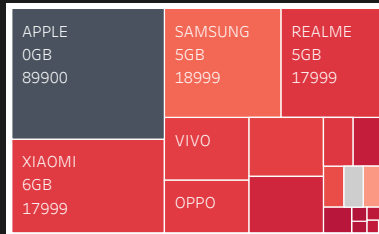
Battery type

Lithium

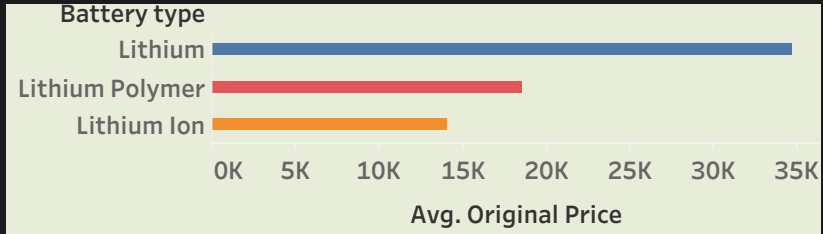
Lithium Polymer

Lit.

Brand price comparison



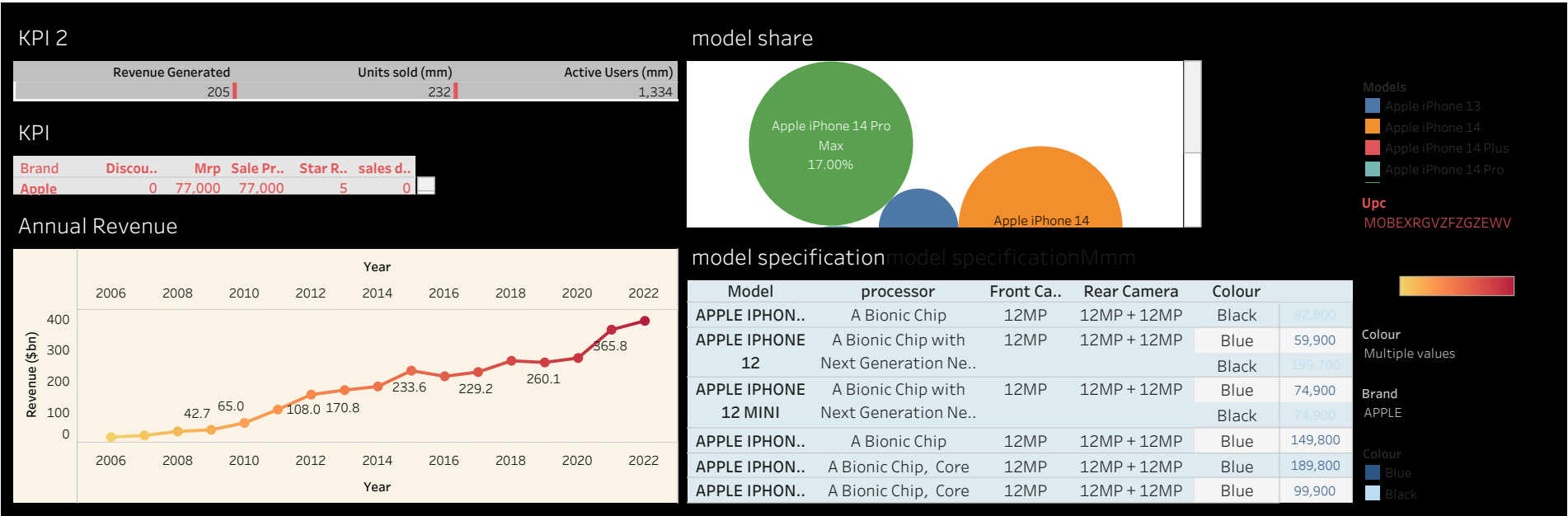
Battery Type Distribution



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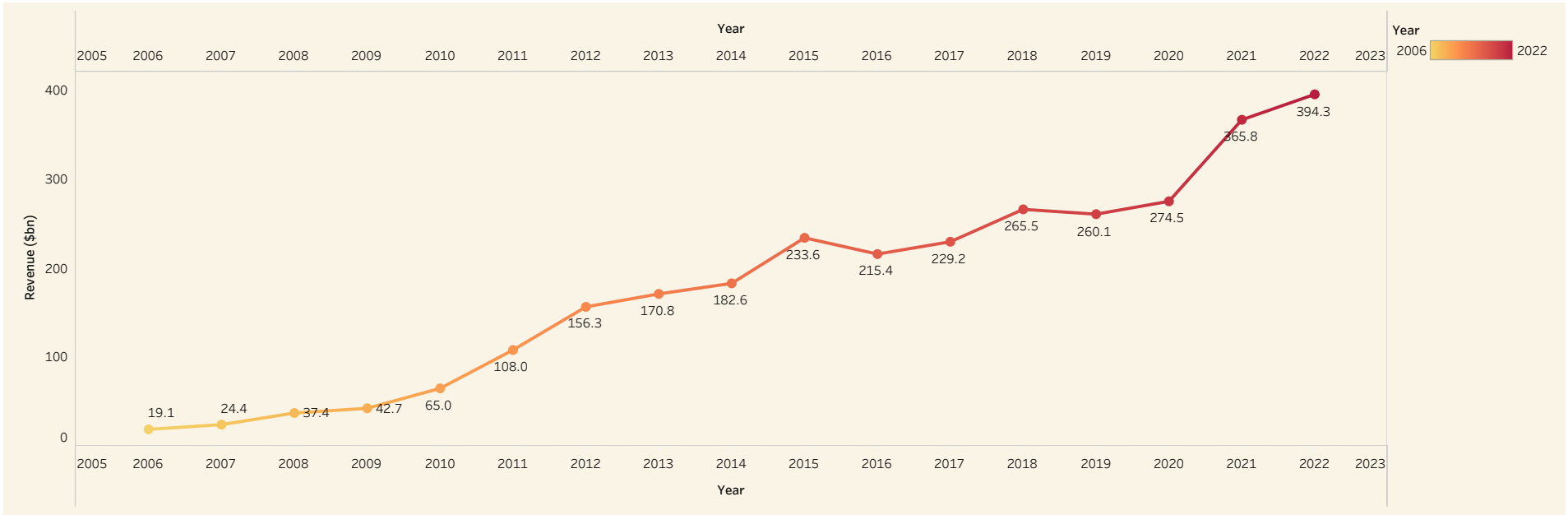
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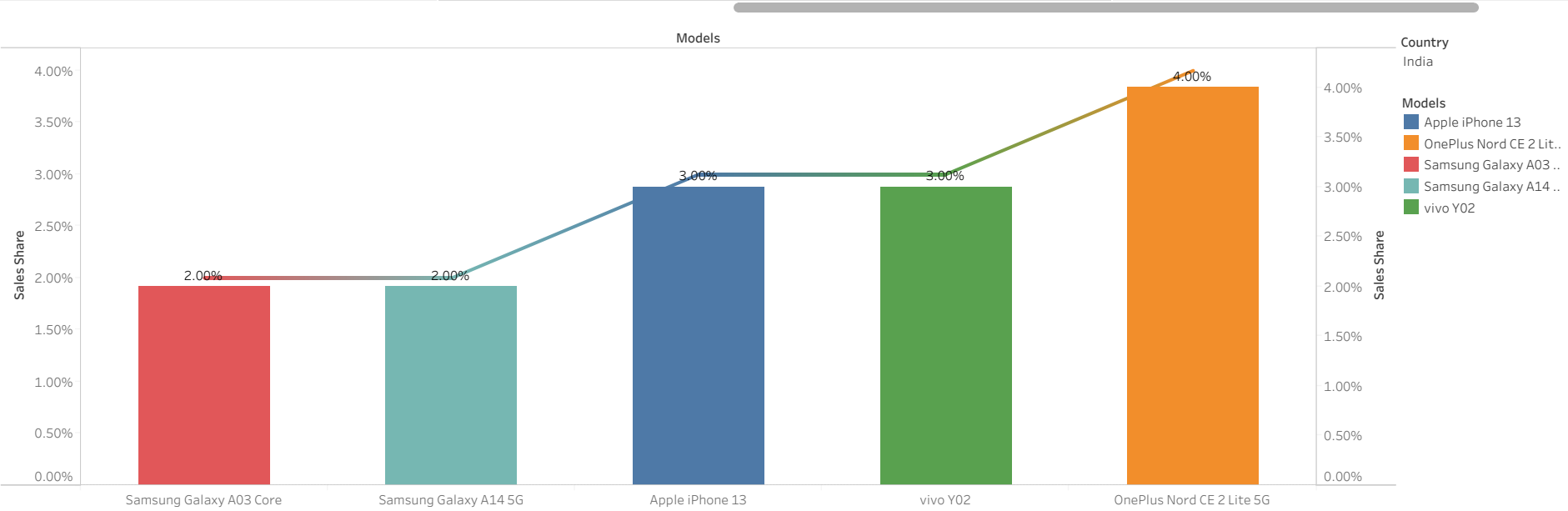
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in the line-graph.



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Although the iphone isn't far behind in the competition ,it is yet to scale-up it's marketing startegies and policy formulations for Indian audience.



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