

Apple Financial Report Summary

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Financial Details for Q1 2025

Executive Summary

- Quarter:** Fiscal Q1 2025
- Reporting Period:** September 29, 2024 - December 28, 2024
- Earnings Release Date:** January 30, 2025

Performance Highlights:

- Total Revenue:** \$124.3 billion (+4% YoY)
- Net Quarterly Profit:** \$36.3 billion (+7% YoY from \$33.9 billion)
- Diluted Earnings Per Share (EPS):** \$2.40 (+10% YoY from \$2.18)
- Gross Margin:** 46.9% (up from 45.9% YoY)

Key Developments:

- Apple achieved all-time records for revenue and EPS, supported by strong holiday season product sales.
- Expansion of Apple Intelligence brought advancements in app personalization.
- Apple's active device base reached new highs across all product categories, indicating future growth potential for services.

Financial Performance Analysis

Revenue Breakdown by Business Segment

Segment	Revenue	% of Total Revenue
iPhone	\$67.2 billion	54.1%
Mac	\$11.4 billion	9.2%
iPad	\$8.4 billion	6.8%

Segment	Revenue	% of Total Revenue
Wearables	\$15.3 billion	12.3%
Services	\$22.0 billion	17.6%
Total	\$124.3 billion	100%

iPhone sales continued to dominate, accounting for over half of revenue, while Services revenue reached new all-time highs due to subscription growth.

Year-over-Year Financial Analysis

Metric	Q1 2025	Q1 2024	Change (YoY)
Total Revenue	\$124.3 billion	\$119.5 billion	+\$4.8 billion (+4%)
Net Profit	\$36.3 billion	\$33.9 billion	+\$2.4 billion (+7%)
EPS	\$2.40	\$2.18	+\$0.22 (+10%)
Gross Margin (%)	46.9%	45.9%	+1%

Apple demonstrated continued efficiency in achieving better earnings growth (+10%) compared to the revenue increase (+4%).

Geographic Revenue Insights

Region	Q1 2025 Revenue	YoY Growth (Absolute)	YoY Growth (%)
Americas	\$49.0 billion	+\$2.3 billion	+5%
Europe	\$31.0 billion	+\$0.9 billion	+3%
Greater China	\$21.0 billion	+\$1.2 billion	+6%
Japan	\$8.0 billion	+\$0.2 billion	+2%
Rest of Asia Pacific	\$15.3 billion	+\$0.6 billion	+4%

Growth in **Greater China** (6% YoY) contributed significantly, while Europe and Japan displayed modest increases.

Outlook and Guidance

Management Statements

Tim Cook, CEO:

"Apple achieved its best-ever lineup during the holiday season, and the upcoming expansion of Apple Intelligence will unlock even more potential for users."

Kevan Parekh, CFO:

"Our record-setting revenue, strong operating margins, and shareholder returns underscore confidence in sustainable growth."

Industry Trends

1. **Wearables & Accessories Growth:** Continued double-digit global expansion due to demand for health-focused features.
 - Forecast for **~12-14% annual growth** in wearables.
2. **Services Boom:** The installed device base boosts service subscriptions revenue, now accounting for **17.6% of total revenue**.

Key Strategic Initiatives:

1. Apple Intelligence Expansion:

- Planned global integration into multiple languages by **April 2025**. Anticipated to enhance personalization and expand services revenue.

2. Apple Silicon Development:

- Upgraded architectures across key devices in late **calendar year 2025**. Expected to boost **Mac growth** via better performance and efficiency.

3. Shareholder Return Programs:

- Over \$30B returned in Q1 2025 with a **dividend of \$0.25/share** payable on February 13, 2025.

Conclusion:

Apple's **record-breaking quarter** demonstrates operational strength and is supplemented by long-term advancements like Apple Intelligence and Silicon. Though growth rates in segments like iPhone are moderating, Services and Wearables are pivotal for future expansion.

References

Referenced Websites

- [Apple Reports Q1 2025 Financial Results: Revenue Up 4% YoY](#)

Bing Search Queries

- [Apple Q1 2025 financial results](#)
- [Apple Q2 2025 earnings report](#)
- [Apple Q1 2025 earnings report](#)