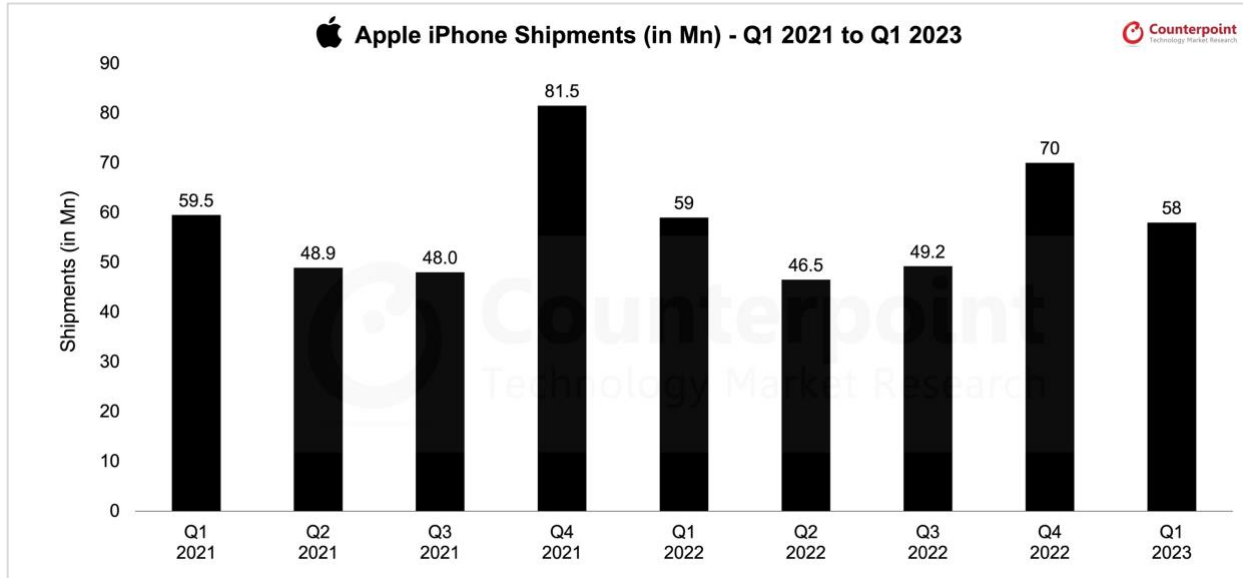




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Apple iPhone Market Share: By Quarter



Apple iPhone Shipments (in Millions)

Quarter	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
Shipments (in Mn)	59.5	48.9	48.0	81.5	59.0	46.5	49.2	70.0	58.0

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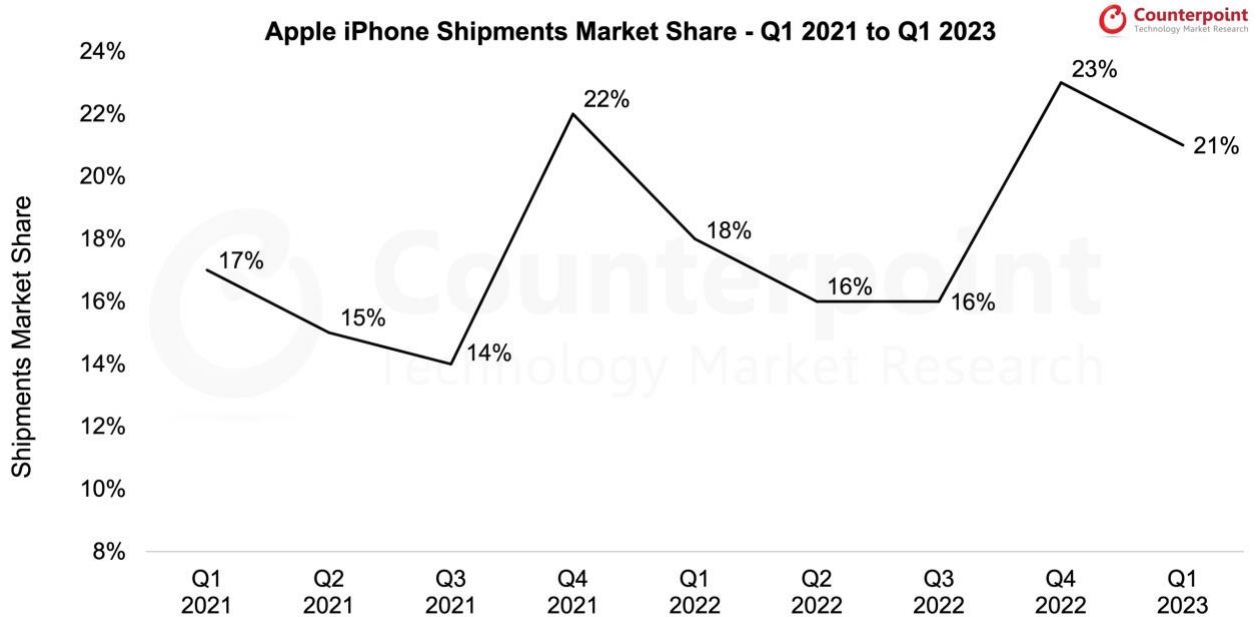
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Apple iPhone Shipments Market Share (%)

Quarter	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
Shipments Market Share (in %)	17%	15%	14%	22%	18%	16%	16%	23%	21%

Background:

Counterpoint Technology Market Research is a global research firm specializing in Technology products in the TMT industry. It services major technology firms and financial firms with a mix of monthly reports, customized projects and detailed analysis of the mobile and technology markets. Its key analysts are experts in the industry with an average tenure of 13 years in the high-tech industry.

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