

Saif Sami & Michelle Huynh

Booming iPhone sales?

The iPhone has seized the dominant market share.
However, this isn't the case.



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iPhone has led the world and innovated its way to success. Steve Jobs set out to capture the dominant market share through clever marketing and high-tech innovation. In an ever-competitive global market, Apple continues to innovate but as other phone companies also innovate and close the gap, there are certain countries around the world where companies such as Samsung, HTC, Nokia, Google and Huawei are on the rise. And in some cases, lead the way.

Introduced in 2007, the first Apple iPhone has created countless innovative, technical features such as complete touch screen display which revolutionised the future of all smartphones by reducing width size of the phone by removing the physical keyboard. Since its initial introduction to the market, Apple has released 10 generations of iPhone which has achieved a successful brand by encompassing minimalism throughout their designs. The latest and cutting-edge product being the iPhone X/10 and has changed Apple's business severely rising from 1.4 million unit's global sales sold in 2007 to more than 203 million units

sold globally in 2017 totalling to over 1 billion iPhones sold from 2007 to 2017.

As of April 2017, there are 728 Million iPhones still active and in use with the iPhone 6 being the most popular device accounting to over 21% of iPhones that are active. Since the iPhone 6, Apple has not only broken several records in sales, but also innovated a world of larger screen smartphones. This modernisation demonstrated to be so popular that the competitive Android device market were inspired by this notion and included it in their devices. Numerous Consumers transitioned to this device from the previous generation of iPhone, the 5s. However, it's surprising the second most popular iPhone is the iPhone 5s.

Today, apple products such as the iPhone are one of the top smart phone devices on the market, globally. The accumulation of iPhone users, due to its popularity, has made an overwhelming contribution to Apple making it a multibillion company. The iPhone's popularity in each country can be determined by the percentage of people

that own an iPhone. As of 2015, 53.8% of Japan's smartphone market have an iPhone model. In the United States, 47.4% of the market are iPhone users. Out of Australia's smartphone market, 44.9% are iPhone users. The United Kingdom has 42.5% of smartphone market owning an iPhone and 33% of South Korea and Canada's market has an iPhone. These were the five countries with the highest percentage of people owning an iPhone. It indicates that the iPhone has dominated the western world. On the other hand, this isn't the case in certain eastern countries as China.

In urban China, cheaper alternatives such as Xiaomi, Oppo and especially Huawei and other Android-powered operated devices account to 80% of all smartphones. In Asia, people are transitioning to android devices because of its customisability while offering quality premium specs at affordable prices. On the other hand, Apple products are perceived as a "luxury brand" and unaffordable to most individuals. wealthy teenagers are dropping purchasing iPhone devices.

In the US and other western countries, this matter is completely the opposite. Apple's lawsuit against android devices' created the impression that perceived Android as lower quality compared to the iPhone. iPhone users would often criticise Android users portraying them as low-class people who are uneducated, cheap and lack in taste due to settling for a "low-price knock off" version of an iPhone.

As a result of conducting this research, Apple's successful product, the simplistic iPhone dominates and impacts not only the smartphone market but also to consumer's popularity wise primarily in western countries. Compared to its competitor's, the iPhone successfully satisfying the consumer's needs.



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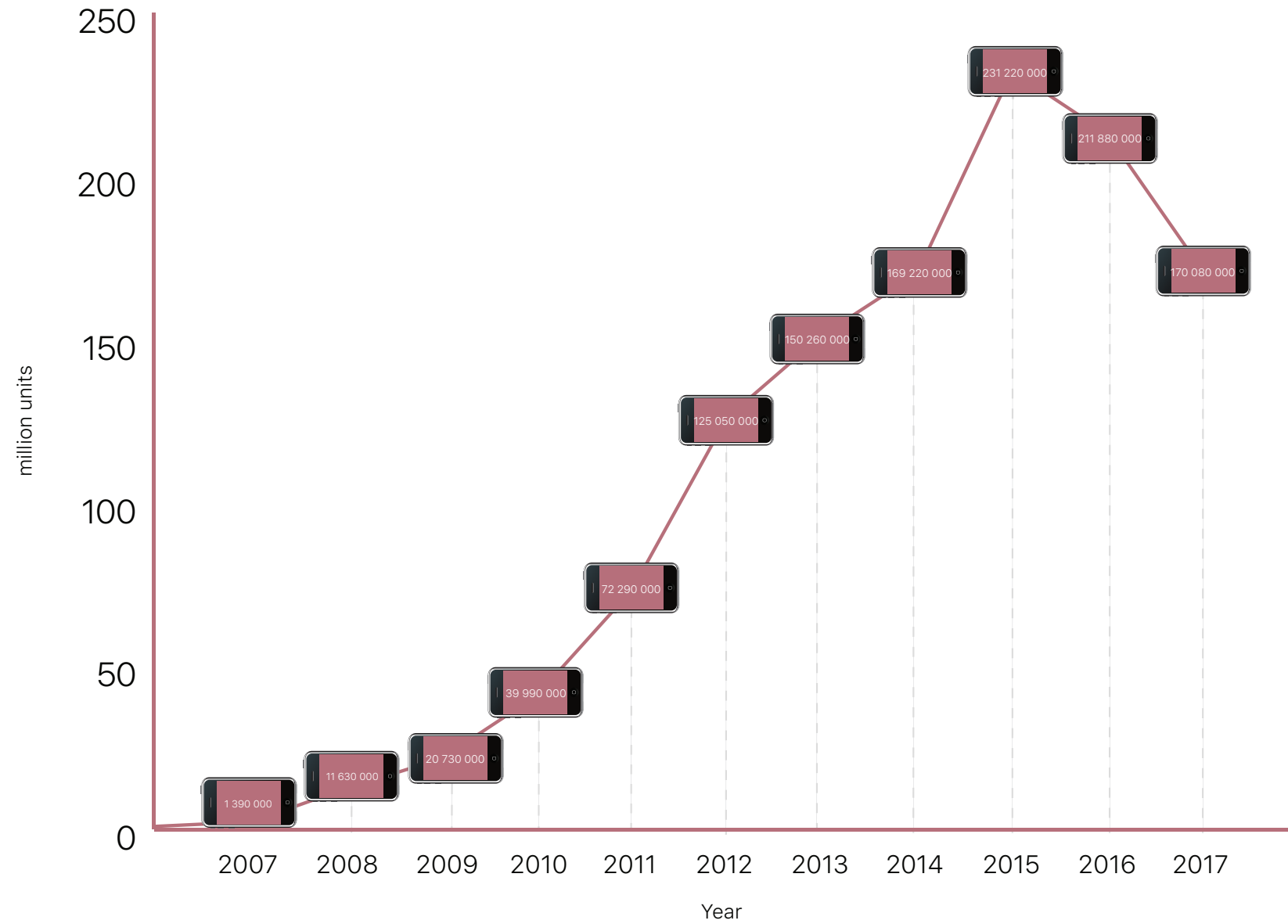
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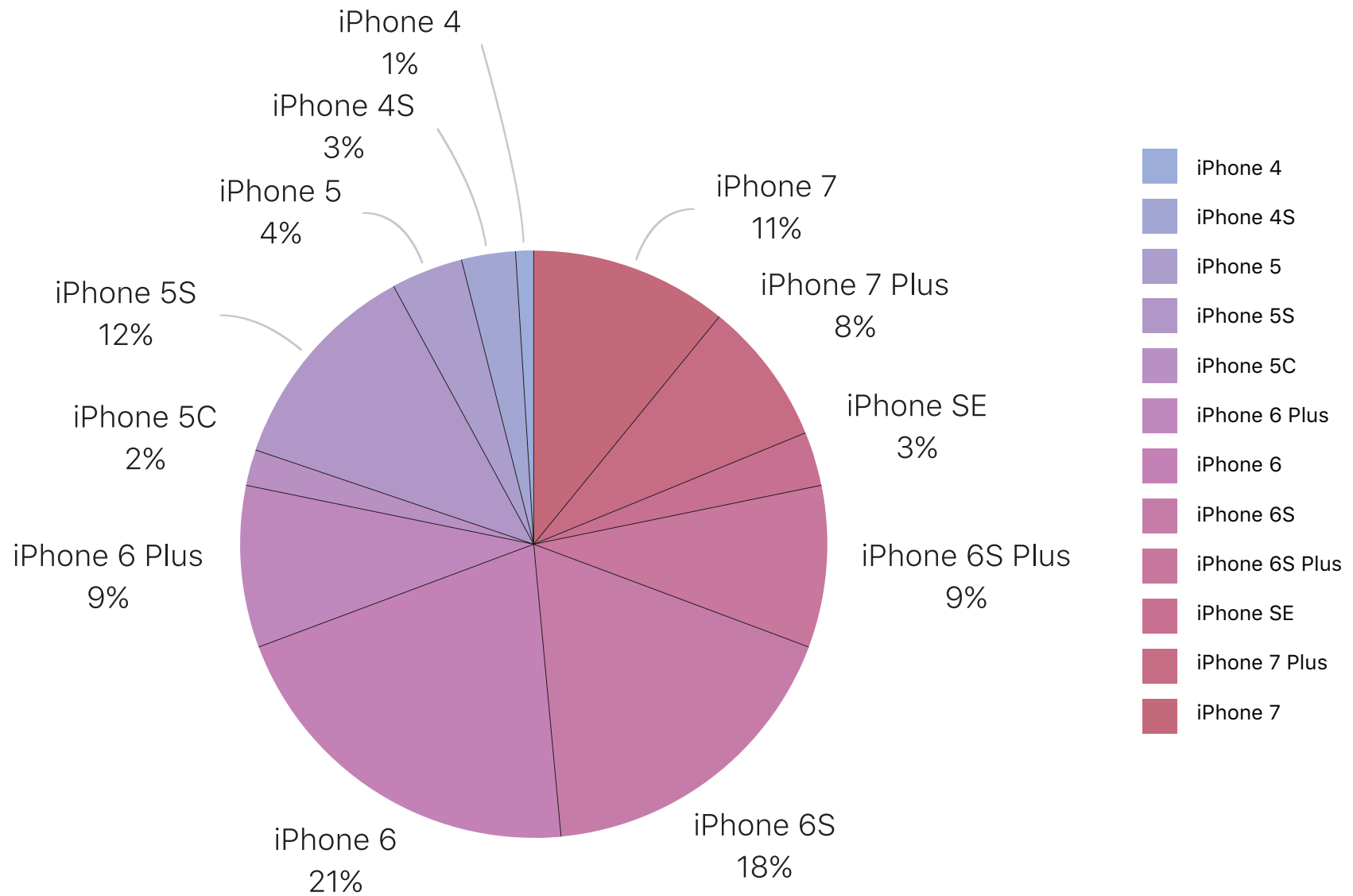
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History of iPhone sales



Active iPhone models - 2017



iPhone sales around the world (Top 10)

