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Apple Inc in Consumer Electronics (World)

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Abstracts

In 2023, Apple Inc secured second position in global consumer electronics, with a 14% retail volume share. Despite sector challenges, it outperformed competitors, with strong hardware sales and intensified investments in its Services segment. Projecting a 6% CAGR over 2023-2026, Apple's growth is fuelled by an expanding user base and ecosystem development, notably through auxiliary devices such as wearables. This growth is supported by robust brand positioning, strong margins and a focus on user...

Euromonitor International’s Apple Inc in Consumer Electronics (World) Company Profile offers detailed strategic analysis of the company’s business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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