

Apple Inc in Consumer Electronics (World)

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Abstracts

Apple achieved its highest ever sales in 2021 amidst an ongoing challenging economic situation. Apple shifted its business to be less dependent on iPhones, and revenues from services and wearables received a boost due to the Coronavirus (COVID-19) pandemic as consumers showed increased willingness to purchase, while further concretising its sustainability priorities.

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.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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Contents

introduction

Introduction

Strategic Evaluation

Competitive Positioning

Market Assessment

Geographic and Category Opportunities

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