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An Analysis of Market Trends, Financial Results, and Competitive Dynamics Regarding Apple's Mobile Device Sales Performance from 2024 to 2026

Siddabathula Mythri¹, Goriparthi Vasavi²

^{1, 2}Masters student, Department of Statistics, Pondicherry University, Pondicherry, 605014

Abstract: *This study examines the sales data for Apple Inc.'s mobile device segment for the fiscal years 2024 through 2026, with a focus on the iPhone. The analysis gathers trends in unit shipments, segment revenue, geographic performance, and global market share based on Apple's quarterly financial filings and third-party market-tracking data from IDC, Counterpoint Research, and Canalys. The results show that despite occasional challenges from shortages of component supplies and changing tariff conditions, Apple maintained record iPhone revenue through late 2025 and into 2026 due to robust demand for the iPhone 17 series. The paper contrasts Apple's performance with that of Samsung, Xiaomi, and other vendors in addition to discussing structural variables that impact the smartphone market, such as premiumization, memory chip scarcity, and services-driven ecosystem lock-in. The report concludes with recommendations for future research topics in consumer electronics demand forecasting and a note on deficiencies in publicly available data.*

Keywords: *Apple, iPhone, market share, mobile sales, smartphones, consumer electronics.*

I. INTRODUCTION

Apple Inc. keeps a unique position in the global consumer electronics market by integrating hardware, software, and services into a single ecosystem centered around the iPhone. Since its inception in 2007, the iPhone has developed into a multi-tiered product range with standard, Plus, Pro, and Air models. It remains Apple's main source of income. Knowing how iPhone sales change over time and contrast with those of other manufacturers provides information on Apple's financial performance as well as more general changes in the use of technology around the world.

This assessment's objectives are to compare Apple's performance trajectory with that of other smartphone manufacturers, investigate the factors that influenced performance between fiscal years 2024 and 2026, and compile up-to-date, publicly available data on Apple's mobile device sales into a cohesive narrative. This period provides a well-documented window for review-style analysis because Apple releases financial data on a quarterly basis and independent research organizations provide shipment forecasts on a similar timeline.

II. METHODOLOGY

This study used a narrative synthesis technique rather than a systematic meta-analysis due to the variety of data sources (company financial filings, analyst shipment predictions, and trade press reporting). Apple's quarterly earnings press releases and Form 8-K filings, which are submitted to the U.S. government and reveal real revenue by product category and geography. The basic data came from the Securities and Exchange Commission. These figures were supplemented by unit-shipment and market-share estimates from Canalys, Counterpoint Research, and International Data Corporation (IDC). Instead than using company disclosure, these figures are based on independent supply-chain tracking. This review provides the range in situations when data from different research firms disagreed, which is a common occurrence in shipping estimation, rather than giving a single figure as official. The sources were prioritized as follows because Apple does not directly publish unit sales: (1) Apple's own SEC filings and earnings statements for revenue statistics; and (2) independent market-research firms for market-share percentages and unit shipments.

III. HISTORICAL CONTEXT

Over the past 20 years, Apple's mobile revenue has increased significantly, but not linearly. The majority of later iPhone cycles relied more on replacement demand within an already saturated installed base—roughly 2.5 billion active Apple devices across all product categories—while earlier iPhone cycles benefited from growing smartphone penetration worldwide. Due to this shift to a replacement-driven model, iPhone revenue is now more susceptible to trade-in economics, macroeconomic factors influencing discretionary spending in important markets like China, the US, and Western Europe, and the perceived level of year-over-year design and camera improvements.

IV. RECENT FINANCIAL PERFORMANCE

The iPhone 17 series, which launched in September 2025 and includes the normal iPhone 17, the iPhone 17 Pro and Pro Max, and the recently released iPhone Air, is largely responsible for Apple's record-breaking iPhone revenue in the company's most recent fiscal quarters. The company-wide and iPhone-specific revenue for the four most recent quarters reported at the time of writing are summarized in Table 1.

Table 1. Revenue from recent fiscal quarters for both Apple overall and the iPhone sector.

Fiscal Quarter	Period ended	Total revenue	Year Growth	Notes
FY2025 Q3	Jun 28, 2025	94.0B	+10%	June-quarter revenue record
FY2025 Q4	Sep 27, 2025	\$102.5B	+8%	iPhone 17 launch quarter; FY2025 total ≈ \$416B
FY2026 Q1	Dec 27, 2025	\$143.8B	+16%	All-time record; iPhone revenue \$85.27B (+23% Y)
FY2026 Q2	Mar 28, 2026	\$111.2B	+17%	Best-ever March quarter
FY2026 Q3	Jun 27, 2026	\$109.4B	+16%	Best-ever June quarter; includes tariff-refund benefit

With iPhone revenue hitting an all-time high of about \$85.3 billion, a 23 percent rise over the previous year, the December 2025 quarter (Apple's fiscal Q1 2026) stands out as a particularly good period. Executives at the business blamed this increase on the very high demand from customers for the iPhone 17 series, which led to a supply-chain bottleneck on cutting-edge system-on-a-chip components until the next quarter. Thru the June 2026 quarter, Apple maintained double-digit growth in overall revenue, partly because of a favorable accounting gain from tariff refunds that increased gross margin by about two percentage points.

Services revenue is now a second pillar of Apple's business, having increased in step with hardware sales. For the first time, services revenue reached about \$30 billion in the December 2025 quarter, and it continued to grow at double-digit annual rates until 2026. Even tho the iPhone is still the largest revenue source in absolute terms, the growth of services has a disproportionate impact on total profitability because services have far greater margins than hardware.

V. GLOBAL MARKET SHARE AND COMPETITIVE LANDSCAPE

Estimates of Apple's global smartphone market share vary slightly by research firm and by quarter due to methodological differences, but they all point to the same general picture: Apple and Samsung have traded the top two spots in 2025 and 2026, with a growing gap opening between this leading pair and third-place Xiaomi. With nearly 20% of the market, Apple led global shipments for the entire year 2025, slightly ahead of Samsung's 19% and significantly ahead of Xiaomi's 13%, according to Counterpoint Research. Due to demand throughout the holiday season, this is a rare occasion where Apple is at the top of the annual shipment ranking rather than just the fourth quarter. According to IDC data, Samsung reclaimed the top rank by the second quarter of 2026 with a share of roughly 22.6 percent, closely followed by Apple at roughly 20.1 percent, thanks to the popularity of the Galaxy S26 Ultra launch. It is interesting to note that both companies grew their market share despite a 6.7% year-over-year decline in worldwide sales, which was mostly brought on by significant losses for Chinese suppliers like Xiaomi, OPPO, and Vivo. Industry observers blame this discrepancy on memory chip and other component shortages, which disproportionately impact firms who have less negotiating strength with suppliers. Because of their scale and, in certain cases, more control over chip design and procurement, Apple, Samsung, and Huawei are thought to have stronger protection.

Table 2. Approximate global smartphone vendor market share, selected periods.

Period	Apple	Samsung	Xiaomi	Source
Full year (2025)	~20.00%	~19.00%	~13.00%	Counterpoint Research
Q1(2026)	~21.00%	~21.20%	~11.50%	IDC
Q4(2025)	~20.00%	NA	NA	Industry compilation
Q2(2026)	~20.10%	~22.60%	~11.20%	IDC

Because different monitoring organizations' unit-shipment estimates may show shipments into channel inventory rather than sell-through to ultimate customers, and because different publishers have different rounding standards, these numbers should be interpreted cautiously. However, as Apple and Samsung engage in two-way competition at the top of the market, there is a general pattern that is consistent across all sources: Chinese vendors are facing rising cost pressure.

VI. REGIONAL AND SEGMENT DYNAMICS

In the December 2025 and March 2026 quarters, Apple recorded double-digit growth in every reported geographic location, demonstrating the company's recent geographical expansion. Analysts claim that while the iPhone 17 Pro Max is performing well in the US, the regular iPhone 17 model is performing well in China, suggesting some regional variance in the product tier that drives demand. Within the broader premium smartphone market, which includes devices costing more than \$800, Apple and Samsung together account for the majority of global shipments. The component-cost issues that are more seriously affecting less expensive Android devices have been mitigated by this dynamic for both companies.

VII. DISCUSSION

A. Drivers of Recent Growth

Apple's strong sales momentum seems to be due to a number of things. First, a wider range of form factors and price points, including the recently released iPhone Air, were available in the iPhone 17 lineup. This may have attracted both switcher and upgrade demand. Second, Apple's services division has developed into a significant, high-margin income stream that protects against the hardware cycle's instability and strengthens client retention inside the ecosystem. Third, compared to smaller rivals in 2026, Apple and Samsung seem to have profited from Apple's scale, which affords them relatively strong negotiating power with component suppliers during memory-chip shortages.

B. Constraints and Risks

At the same time, Apple's mobile business is obviously facing challenges. Apple's own management declared limitations on iPhone availability starting in the March 2026 quarter due to supply-chain difficulties on complex semiconductor components. This demonstrates that industry-wide component shortages can nonetheless affect a business with significant supplier leverage. In recent reports, tariff policy has also created some financial noise; the reported margin for the June 2026 quarter benefited from tariff reimbursements that might not happen in subsequent months. IDC's industry-wide projections indicate that the smartphone market would likely shrink in 2026 due to rising component costs and a memory constraint. Shipment volumes for premium vendors and the industry as a whole will be impacted by this.

C. Limitations of Available Data

Since Apple does not make unit sales data publicly available, any evaluation of this kind is essentially constrained; all unit-shipment estimates presented here are derived from outside research organizations utilizing proprietary supply-chain tracking methodologies. Since estimates from IDC, Counterpoint, and Canalys can differ by several percentage points for the same time, this inquiry has supplied estimates rather than precise counts. For unit-level accuracy, readers should examine the original research-firm materials themselves rather than relying on a single secondary compilation.

VIII. CONCLUSION

Due in large part to the robust demand for the iPhone 17 family and the ongoing growth of the higher-margin Services segment, Apple's mobile device division produced a series of record or almost record quarterly earnings throughout fiscal 2025 and into fiscal 2026.

Both Apple and Samsung have benefited from resilience to component shortages that have disproportionately harmed Chinese competitors like Xiaomi, OPPO, and Vivo. Although it has fluctuated from quarter to quarter, Apple's worldwide market share has remained close to Samsung's. Future growth in Apple's mobile sales will probably depend on how well the company manages ongoing supply constraints for semiconductors and memory chips, how tariff policy changes, and whether new product differentiation—like the iPhone Air form factor—sustains upgrade demand within an increasingly saturated installed base. Longer-term sales at the company. A more thorough examination of how Apple Intelligence and other software-driven features affect upgrade cycles, along with level data when it becomes available, would be beneficial for future research.

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