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STATISTICS BOOK

Apple: statistics and facts

29 full reports · Edition October 2026

~$56B	$499	~20%	~21%
USED 2015	APPLECARE+ 2YR	FY2012 PEAK	APPLE NOW

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ABOUT THIS BOOK

Apple: statistics and facts

Every Business Stats report on Apple in one place: 29 reports, from Chart (6 reports), Apple Vision (3 reports), Apple Revenue (3 reports), Vendor Apple (2 reports) and Apple Mac (2 reports).

The reports put numbers on it, for example -$56B (Used 2015), $499 (AppleCare+ 2yr), $416B (FY2025 Annual Revenue) and ~21% (Apple Now).

Freshly updated: Apple Investing Cash Flow 2015-2026: Chart & Data and Apple Vision Pro Accessories Price List 2026: Full Cost. New and updated reports appear here automatically, the last change was on Oct 18, 2026. Each report lists its sources and lets you download its charts and data.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

CONTENTS

1. Chart

1 Apple Investing Cash Flow 2015-2026: Chart & Data 5

2 Apple Services Revenue 2013-2026: Quarterly Chart & Data 18

3 Apple iPhone Revenue Quarterly 2007-2026: Data & Charts 33

4 Apple Number of Employees 2005-2026: Data & Charts 46

5 Apple Net Income Worldwide FY 2005-2025: Data & Charts 59

6 Apple Revenue Quarterly FY 2005-2026: Data & Chart 72

2. Apple Vision

7 Apple Vision Pro Accessories Price List 2026: Full Cost 85

8 Apple Vision Pro Price 2026: 256GB, 512GB & 1TB Cost 98

9 Apple Vision Pro Sales 2024-2028: Shipments & Forecast 110

3. Apple Revenue

10 iPad Share of Apple Revenue 2010-2026 123

11 iPhone Share of Apple Revenue Quarterly 2009-2026 136

12 Apple Revenue Worldwide — Statistics & Facts 2004–2026 150

4. Vendor Apple

13 Wearables Market Share by Vendor 2014-2026: Apple Leads 163

14 Tablet Market Share by Vendor 2026: Apple Leads at 40% 176

5. Apple Mac

15 Apple Mac Shipments Quarterly 2024-2026: Data 189

16 Apple Mac Revenue Quarterly FY2006-2026: Data 202

6. Apple TV+

17 Apple TV+ Penetration Rate Worldwide 2022–2026 — By Region 216

18 Apple TV+ 99% Exclusive Content – SVOD Exclusivity Q2 2026 226

7. More statistics

19 Apple Device Carbon Footprint 2026: by Product 236

20 Apple R&D Spending 2007-2026: From $0.8B to $44B 249

21 Apple App Store Apps by Category 2026: Full Breakdown 262

22 Apple Services Revenue Share 2015-2026: Quarterly 275

23 Apple iPad Revenue Quarterly FY2010-2026 289

24 Apple iPhone Shipments Quarterly 2010-2026: Data 302

25 Apple iOS Version Market Share 2018-2026: Data 315

26 Apple Net Sales by Operating Segment FY 2012-2026 328

27 Where Does Apple Make Its Money? Revenue by Region Explained 341

28 Apple vs Google vs Microsoft: Who Makes the Most Money? 352

29 Apple Statistics 2026: $416B Revenue, $4.5T Market Cap 365

STATISTICS REPORT

Apple cash usage in investing activities 2015-2026

Updated Jun 20, 2026 · businesstats.com/apple-s-cash-usage-in-investing-activities

-$56B USED 2015	+$46B MADE 2019	+$15B 2025 INFLOW
~$11B AVG CAPEX	-$100B CUMULATIVE	~10% CAPEX/OCF

Overview

Apple's cash usage in investing activities from financial year 2015 to 2026

Apple cash flow from investing activities is one of the most volatile lines in its financial statements, swinging from huge outflows to large inflows from year to year. In 2015, Apple used more than 56 billion dollars in investing activities; by 2019 it generated nearly 46 billion. This report tracks Apple cash usage in investing activities from fiscal 2015 to 2026. Few corporate lines move so dramatically year to year. A swing of 100 billion dollars in four years is rare. The line behaves more like a market than a budget. The swings reflect financial positioning, not operations. Treasury choices drive the headline figure. The number is a financial decision, not an operating one. Treasury strategy, not the underlying business, sets it.

The swings are driven almost entirely by one thing: Apple enormous marketable securities portfolio. When Apple buys more securities than it sells, investing shows a large cash outflow; when it lets the portfolio run down, investing shows a large inflow. The capital spending that builds Apple actual facilities is a smaller, steadier part of the picture, alongside the research covered in our Building products is a smaller, steadier outlay, alongside the research covered in our Apple research and development spending analysis.

Apple Net Cash from Investing Activities, 2015-2026 (USD billions)Net cash generated by (positive) or used in (negative) investing each fiscal year.

Data:

Apple Inc. net cash generated by, or used in, investing activities by fiscal year, 2015 to 2026, in billions of U.S. dollars, compiled by BusinessStats from Apple cash flow statements (Form 10-K).

Note:

Positive values mean cash generated by investing; negative values mean cash used. The line is dominated by marketable securities activity. The 2026 figure is an estimate; Apple fiscal years end in late September.Switch views with the toolbar.

A note on signs. Positive figures mean cash generated by investing activities; negative figures mean cash used. The headline number is the net of securities purchases and sales, capital expenditure and acquisitions. Because the securities swings dwarf everything else, the net can flip from deeply negative to strongly positive in a single year, a volatility absent from our The sign can flip overnight, a volatility absent from our Apple total revenue analysis.

Figures are Apple reported net cash from investing activities by fiscal year, in billions of dollars, from Apple Form 10-K filings. Apple fiscal years end in late September. The 2026 figure is an estimate based on reported results through the first half of the year, while all earlier figures are reported actuals. Component splits are approximate where broken out. The headline net figure, however, is reported precisely. Apple discloses the total in every annual filing. The reported figure is exact, even if the drivers shift. Apple is precise about the net, vague about the parts.

Investing Cash Flow Data Table

Apple Net Cash from Investing Activities, 2015-2026

Apple Net Cash from Investing Activities and Capex, 2015-2026Click any column to sort

FISCAL YEAR	NET INVESTING CASH	CAPITAL EXPENDITURE
2015	$56.3B	$11.2B
2016	$46.0B	$13.0B
2017	$46.4B	$12.5B
2018	+$16.1B	$13.3B
2019	+$45.9B	$10.5B
2020	$4.3B	$7.3B

2021	$14.5B	$11.1B
2022	$22.4B	$10.7B
2023	+$3.7B	$11.0B
2024	+$2.9B	$9.5B
2025	+$15.2B	$12.0B
2026	+$6.0B	$13.0B

The table lists Apple net cash from investing activities for each fiscal year from 2015 to 2026, in billions of dollars, with positive figures marking cash generated and negative figures cash used. It shows the dramatic swings, from a 56 billion dollar outflow in 2015 to a 46 billion dollar inflow in 2019. Sorting the figures reveals how rarely the line sits near zero. The line lives at the extremes far more than the middle. Near-zero years are the exception, not the rule. Most years show a large inflow or a large outflow. The middle ground is seldom occupied.

Capital Expenditure

Apple Capital Expenditure in Investing Activities

Beneath the volatile headline, capital expenditure is the steady, predictable part of Apple investing. Payments for property, plant and equipment have hovered between roughly 7 and 13 billion dollars a year across the period, a remarkably narrow range for a company of Apple size. This is the cash Apple actually spends building its physical and technical infrastructure. It is the real-economy slice of the investing line. This is where Apple spends on tangible assets. It is dwarfed by the financial flows around it. Real capex hides behind the securities swings.

Apple capital expenditure is strikingly low relative to its scale. Where many large technology firms pour tens of billions into data centres, Apple has kept capex disciplined, relying partly on its suppliers to fund manufacturing equipment. The result is a capital-light model that throws off enormous free cash flow, a strength reflected in our Light capital needs leave more cash for everything else, a strength reflected in our Apple net income analysis.

Apple Capital Expenditure, 2015-2026 (USD billions)Payments for property, plant and equipment each fiscal year.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

In the most recent years, capex has edged upward as Apple invests more in artificial intelligence infrastructure and its own data capacity. Still, the increase is modest compared with the AI-driven capital surges at rivals, keeping Apple among the most capital-efficient of the technology giants, a discipline that supports our Even the AI build-out stays restrained, a discipline that supports our big tech revenue comparison analysis.

Marketable Securities

Apple Marketable Securities Cash Flow

The marketable securities line is what makes Apple investing cash flow swing so wildly. For years, Apple parked its vast cash hoard in corporate and government bonds, buying far more than it sold, which showed as huge investing outflows. From 2015 to 2017 alone, this net buying used well over 100 billion dollars. The offshore pile reached extraordinary heights. At its peak it topped 200 billion dollars. Apple held more bonds than many governments. The sheer scale of that bond portfolio was truly staggering.

Then the direction reversed. After the 2017 United States tax reform allowed Apple to repatriate its overseas cash, the company began winding down its securities portfolio, selling and letting bonds mature faster than it bought new ones. This flipped investing cash flow strongly positive in 2018 and 2019, a dramatic reversal of direction. Years of buying gave way to years of selling. The portfolio began its long decline. The selling has continued for years since.

Apple Net Marketable Securities Cash Flow, 2015-2026 (USD billions)Net cash from buying versus selling securities, the main driver.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

Since 2020, the securities swings have been smaller but still drive the net figure. In some years Apple has been a modest net buyer, in others a net seller, producing the alternating outflows and inflows of recent years. The portfolio is now far smaller than its peak, reducing the scale of the swings, a normalisation visible across our The wild swings have calmed since, a normalisation visible across our tech revenue comparison analysis.

The Two Drivers

Apple Investing Cash Flow: Capex vs Securities

Setting capital expenditure against marketable securities flows side by side shows why the net is so erratic. Capex is a steady outflow of around 10 to 13 billion dollars every year. The securities line, by contrast, swings by tens of billions in either direction, overwhelming the capex drag and setting the sign of the total. The capex line barely registers beside it. Securities dominate the year almost entirely.

This contrast is the heart of Apple investing cash flow. The real, operational investing, building facilities and buying equipment, is small and stable. The financial investing, managing a bond portfolio once worth more than 200 billion dollars, is enormous and volatile. The two could hardly behave more differently, a split that shapes our Operational and financial investing diverge sharply, a split that shapes our Apple revenue by segment analysis.

Apple Investing: Capex vs Securities, Recent Years (USD billions)Steady capex against swinging securities flows.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026

figure is an estimate; others are reported actuals.Switch views with the toolbar.

Separating the two makes Apple strategy clearer. The company spends modestly on physical capacity while running a treasury operation on the scale of a large asset manager. As the securities portfolio shrinks toward the level needed for operations, the financial swings should ease, leaving capex as the dominant investing line, a transition relevant to our The securities noise should fade, leaving capex as the dominant investing line, a transition relevant to our Apple iPhone revenue analysis.

Cumulative Total

Apple Cumulative Cash Used in Investing Activities

Added up across the whole period, Apple cumulative net investing cash flow remains deeply negative, at roughly 100 billion dollars used since 2015. Despite the later inflows, Apple has on balance used cash in investing over the decade, mostly to build the securities portfolio it has only partly unwound. The early buying still outweighs the later selling. On balance, Apple has invested more than it withdrew. The net position stays firmly negative. Cumulatively, Apple remains a net investor.

The cumulative line tells a story the annual swings obscure. The early years of heavy securities buying pushed the running total deeply negative, and the later inflows have only partly reversed it. On net, Apple has been a substantial user of cash in investing across the period, funding a vast financial portfolio alongside its operations, on a scale matching its balance sheet. The treasury operation rivals a large fund. Apple manages money like an asset manager.

Apple Cumulative Net Investing Cash Flow Since 2015 (USD billions)Running total of net cash from investing.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

This cumulative view reframes the volatility. While any single year can show a large inflow or outflow, the decade-long picture is of a company that invested heavily in financial assets and has since drawn some of that back. The net position remains a large outflow, reflecting the sheer size of Apple balance sheet and treasury operations. Few companies manage cash at this scale.

By Era

Apple Investing Cash Flow by Era

Grouped by era, Apple investing cash flow falls into distinct phases. From 2015 to 2017, the securities-buying years, Apple used an average of nearly 50 billion dollars a year. In 2018 and 2019, the unwinding years, it generated an average of about 31 billion. Since 2020, the figure has hovered closer to balance. The era of giant swings appears to be over. Recent years cluster much closer to zero. The volatility has clearly subsided.

Each era reflects a different treasury strategy. The buying years built a record offshore cash pile under the old tax regime. The unwinding years followed tax reform, as Apple repatriated and returned cash to shareholders. The recent years mark a more settled phase, with the portfolio stabilised, a maturing visible in our Apple Services revenue analysis.

Average Apple Investing Cash Flow by Era (USD billions/year)Average net investing cash flow across distinct phases.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

The era comparison shows how external events, especially tax policy, reshaped Apple investing cash flow. A change in the tax treatment of overseas cash turned years of outflows into sudden inflows, a reminder that this line reflects financial strategy as much as operations, a distinction relevant to our wearables market share by vendor analysis.

Across the Decade

Apple Cash Flow from Investing Activities, 2015 to 2026

Tracing the investing line from 2015 through 2019 to 2026 captures its dramatic swings in three snapshots. In 2015, Apple used 56 billion dollars in investing. By 2019, it generated 46 billion, a swing of more than 100 billion dollars. By 2026, the figure is estimated as a modest inflow, far closer to balance. The line is converging toward its capex floor. Capital spending will soon dominate the total. Capex is set to become the main investing line.

The path between these points is anything but straight. After the huge 2015 outflow and the 2019 inflow, the line zigzagged through smaller outflows and inflows before settling near balance. The taming of the swings reflects the shrinking securities portfolio, a stabilisation of a once-turbulent line. The calm is a marked change from the past.

Apple Investing Cash Flow: 2015, 2019 and 2026 (USD billions)The swing captured in three snapshots.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

The long arc points toward calmer investing cash flows ahead. As the securities portfolio approaches the size Apple needs for operations, the violent swings of the past decade should give way to steadier figures dominated by capital expenditure, a calmer profile for a maturing company. The dramatic years now look behind it.

vs Operating Cash

Apple Operating vs Investing Cash Flow

Set against operating cash flow, the investing line looks small and erratic. Apple operating cash flow has been a powerful, steady stream, climbing past 100 billion dollars a year. Investing cash flow, by contrast,

bounces between modest inflows and outflows, a fraction of the operating figure in most years. Operations dominate; investing is a sideshow. The cash engine is sales, not securities.

This comparison underlines where Apple real strength lies. The operating cash flow, generated by selling iPhones, services and other products, dwarfs the investing swings and funds everything else, from buybacks to dividends to research. Investing is largely about managing the cash that operations throw off, not about funding the core business. The business funds itself from operations alone.

Apple Operating vs Investing Cash Flow, 2015-2026 (USD billions)The steady operating stream against the volatile investing line.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

The gap between the two lines shows why Apple investing volatility matters less than it might appear. With operating cash flow so large and reliable, the swings in investing are a second-order concern, reflecting treasury management rather than the health of the business, a distinction that reassures long-term investors. The swings carry no signal about the business.

Volatility

Apple Investing Cash Flow Volatility

Measured by the absolute size of the net investing figure each year, the volatility is striking. The swings ranged from over 56 billion dollars in 2015 to under 3 billion in 2024, with no consistent pattern. Few financial lines at any company move so far and so unpredictably from year to year.

The volatility has clearly diminished over time. The enormous double-digit-billion swings of the late 2010s have given way to smaller figures, as the securities portfolio shrank and stabilised. The most recent years show far less dramatic movement than the middle of the period, a calming that reflects Apple steadier balance sheet. The portfolio no longer lurches as it once did.

Apple Investing Cash Flow: Absolute Size by Year (USD billions)The magnitude of the net swing each year.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

This declining volatility is a sign of financial maturity. As Apple finished the great unwinding of its offshore cash pile, the wild swings that once characterised its investing cash flow faded. What remains is a smaller, more predictable line, increasingly shaped by capital spending, a steadiness that supports our Apple Vision Pro analysis.

Capex Discipline

Apple Capital Expenditure as a Share of Operating Cash Flow

Viewed as a share of operating cash flow, Apple capital expenditure is remarkably low. Capex has consumed only around 9 to 14 percent of operating cash flow across the period, leaving the vast majority of that cash free for buybacks, dividends and securities. This low capital intensity is a defining feature of Apple business model. Low capital needs set Apple apart from peers. Its asset-light model is a lasting advantage. Few rivals match its capital efficiency.

The low capex-to-cash ratio reflects Apple asset-light approach. By relying on contract manufacturers and suppliers for much of its production capacity, Apple avoids the heavy factory investment that weighs on many hardware makers. The result is one of the most cash-generative models anywhere in technology.

Apple Capex as a Share of Operating Cash Flow (%)Capital expenditure relative to operating cash flow.

Data:

Derived from Apple Inc. net cash from investing activities by fiscal year, 2015 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Capital expenditure, marketable securities flows, era averages, cumulative totals and ratios are calculated from reported cash flow data. Securities and component figures are approximate where split out. The 2026 figure is an estimate; others are reported actuals.Switch views with the toolbar.

Whether this ratio stays low is an open question. As Apple invests more in artificial intelligence infrastructure, its capital spending may rise faster than its operating cash flow, lifting the ratio. For now, though, Apple remains far more capital-efficient than its big technology peers, a discipline few of them can match.

-$56B2015Cash used. +$46B2019Cash generated. +$15B2025Recent inflow. ~$10-13BCapexSteady each year.

Apple cash usage in investing activities from 2015 to 2026 is a story of dramatic swings around a steady core. The headline figure lurched from a 56 billion dollar outflow in 2015 to a 46 billion dollar inflow in 2019, driven entirely by the buying and selling of Apple vast marketable securities portfolio. Beneath it, capital expenditure stayed disciplined at 7 to 13 billion dollars a year. The real investment in facilities stayed modest.

More than the year-to-year drama, it is the underlying shift that matters. Apple spent years building a huge financial portfolio, then wound much of it down after tax reform, and is now settling into a calmer pattern dominated by modest capital spending. The volatility is fading, leaving a leaner, steadier investing line that reflects a financially mature company, a stability that anchors the wider Apple story in our biggest companies by market value analysis.

FAQ

Frequently Asked Questions: Apple Investing Cash Flow

Apple's cash flow from investing activities is the net cash generated by, or used in, its investing during a fiscal year. It mainly reflects the buying and selling of Apple's marketable securities portfolio, plus capital expenditure on property and equipment and small acquisitions. The figure is highly volatile: it was a 56 billion dollar outflow in 2015 but a 46 billion dollar inflow in 2019. In fiscal 2025 it was a 15.2 billion dollar inflow, with 2026 estimated nearer balance.

Apple's investing cash flow is volatile because it is dominated by its enormous marketable securities portfolio, once worth more than 200 billion dollars. When Apple buys more securities than it sells, investing shows a large cash outflow; when it lets the portfolio run down, it shows a large inflow. Because

these securities swings reach tens of billions of dollars a year, they overwhelm the steadier capital expenditure line and can flip the net figure from deeply negative to strongly positive in a single year.

Apple's capital expenditure, the cash it spends on property, plant and equipment, has stayed in a narrow range of roughly 7 to 13 billion dollars a year from 2015 to 2026. This is strikingly low for a company of Apple's size, reflecting its asset-light model that relies partly on suppliers for manufacturing capacity. Capex has edged up recently as Apple invests more in artificial intelligence infrastructure, but it remains far below the capital spending of many big technology peers.

Apple's investing cash flow turned strongly positive in 2018 and 2019 because of the 2017 United States tax reform. The new law let Apple repatriate its large overseas cash pile, after which the company began winding down the marketable securities portfolio it had built offshore, selling and letting bonds mature faster than it bought new ones. This net selling produced large cash inflows from investing, reversing years of heavy outflows from buying securities.

Negative cash flow from investing means Apple used more cash in investing than it generated during the year, typically because it bought more marketable securities than it sold, or spent on capital expenditure and acquisitions. For Apple, negative investing cash flow is not a warning sign; it usually reflects the company parking its surplus cash in bonds rather than any operational weakness. The figure says more about treasury strategy than about the health of Apple's business.

On a cumulative basis, Apple's net cash from investing activities remains deeply negative across 2015 to 2026, at roughly 100 billion dollars used in total. Despite large inflows in some years, Apple has on balance used cash in investing over the period, mostly to build a marketable securities portfolio it has only partly unwound. This cumulative outflow reflects the sheer scale of Apple's balance sheet and its treasury operations rather than spending on physical assets.

Apple's capital expenditure is low relative to its size and to its technology peers. At roughly 7 to 13 billion dollars a year, capex consumes only about 9 to 14 percent of Apple's operating cash flow, leaving the vast majority free for buybacks, dividends and securities. Apple keeps capex low by relying on contract manufacturers and suppliers for much of its production capacity, giving it one of the most cash-generative, capital-light models in the technology industry.

Apple's operating cash flow is far larger and steadier than its investing cash flow. Operating cash flow, generated by selling iPhones, services and other products, has climbed past 100 billion dollars a year. Investing cash flow, by contrast, bounces between modest inflows and outflows, usually a fraction of the operating figure. This means the volatility in investing matters less than it might appear, since the powerful

operating cash flow funds buybacks, dividends and research regardless.

The single biggest driver is Apple's marketable securities activity, the net of purchases versus sales and maturities of bonds. This swings by tens of billions of dollars a year and sets the sign of the total. Capital expenditure, at roughly 10 to 13 billion dollars, is a steady secondary outflow, and acquisitions are small. So while capex reflects real investment in the business, the headline investing figure is mostly a story about how Apple manages its enormous financial portfolio.

It already has. As Apple finished winding down the bulk of its offshore securities portfolio, the enormous swings of the late 2010s gave way to smaller figures. As the portfolio approaches the size Apple needs for operations, the violent year-to-year swings should continue to fade, leaving an investing line increasingly dominated by capital expenditure. The main factor that could lift volatility again is a large rise in capital spending, for example on artificial intelligence infrastructure.

Sources

Apple Inc. annual reports (Form 10-K) and quarterly filings - Source for the statement of cash flows and investing activities.

Apple Investor Relations - Reference for Apple cash flow statements and investing activities.

Figures are Apple reported net cash generated by or used in investing activities by fiscal year, in billions of U.S. dollars, from Apple Form 10-K filings. Positive figures mean cash generated; negative figures mean cash used. The line swung from a 56 billion dollar outflow in 2015 to a 46 billion dollar inflow in 2019, and was a 15.2 billion dollar inflow in 2025, driven by marketable securities. Capital expenditure and securities splits are approximate where broken out. The 2026 figure is an estimate; all earlier figures are reported actuals.

STATISTICS REPORT

Apple iTunes, software, and services revenue quarterly FY 2013-2026

Updated Jun 18, 2026 · businesstats.com/apples-revenue-from-itunes-software-and-services

$31.0B RECORD QUARTER	**$109B** FY2025 TOTAL	**+16%** Q2 YOY GROWTH
~26% OF APPLE REVENUE	**~7x** SINCE 2013	**$3.9B** Q1 FY2013

Overview

Apple's revenue from iTunes, software and services from fiscal 1st quarter 2013 to 2nd quarter 2026

Services has become the engine of Apple growth. Once a small line called iTunes, software and services, the category, now reported as Services, has grown from under 4 billion dollars a quarter in fiscal 2013 to a record above 30 billion dollars a quarter in fiscal 2026. This report tracks Apple iTunes, software and services revenue every quarter from fiscal 2013 to the second quarter of fiscal 2026.

The Services segment bundles the App Store, Apple Music, Apple TV+, iCloud, AppleCare, Apple Pay, advertising and licensing, the recurring, high-margin revenue Apple earns after a device is sold. In fiscal 2026 the segment set new records in both quarters, reaching 30.98 billion dollars in the March quarter. The hardware that feeds it, including the latest headset, is covered in our Apple Vision Pro accessories analysis.

Apple Services Revenue, Quarterly FY 2013-2026 ($B)iTunes, software and services revenue each fiscal quarter.

Data:

Apple iTunes, software and services (Services) revenue, fiscal Q1 2013 to Q2 2026, compiled by BusinessStats from Apple filings.

Note:

Annual figures are reported actuals in U.S. dollars. Recent quarters (fiscal 2024 to 2026) are as reported by Apple; earlier quarters are split from reported annual totals using the segment seasonal pattern, since Apple did not always report Services quarterly in the same form.Switch views with the toolbar.

The scale of the growth is striking. Services revenue has risen almost without interruption for more than a decade, posting double-digit annual growth in most years even as Apple total revenue plateaued. It is now Apple second-largest segment after the iPhone, and by far its fastest-growing, reshaping how investors value the company. The market increasingly prices Apple as much on Services as on hardware. That shift in perception is itself a milestone for the company.

A note on the data. Annual Services figures are reported actuals in U.S. dollars. The most recent quarters, fiscal 2024 through 2026, are as Apple reported them; earlier quarters are split from reported annual totals using the segment mild seasonal pattern, because Apple did not always publish Services on the same quarterly basis. Apple also revised its Services definition around 2018. Where that change affects the figures, it is noted in the methodology. Readers can treat the broad trend as solid even where exact quarters are estimated. The shape of the growth is not in doubt.

Revenue Data Table

Apple Services Revenue by Quarter, FY 2013-2026

Apple Services Revenue by Fiscal Quarter, 2013-2026 ($B)Click any column to sort

FISCAL QUARTER	SERVICES REVENUE	YOY CHANGE
Q1'13	$3.85B	n/a
Q2'13	$3.95B	n/a
Q3'13	$4.04B	n/a
Q4'13	$4.21B	n/a
Q1'14	$4.33B	+12.5%
Q2'14	$4.44B	+12.4%
Q3'14	$4.55B	+12.6%
Q4'14	$4.73B	+12.4%
Q1'15	$4.78B	+10.4%

Q2'15	$4.90B	+10.4%
Q3'15	$5.02B	+10.3%
Q4'15	$5.22B	+10.4%
Q1'16	$5.84B	+22.2%
Q2'16	$5.99B	+22.2%
Q3'16	$6.14B	+22.3%
Q4'16	$6.38B	+22.2%
Q1'17	$7.20B	+23.3%
Q2'17	$7.38B	+23.2%
Q3'17	$7.55B	+23.0%
Q4'17	$7.85B	+23.0%
Q1'18	$8.93B	+24.0%
Q2'18	$9.15B	+24.0%
Q3'18	$9.37B	+24.1%
Q4'18	$9.74B	+24.1%
Q1'19	$11.11B	+24.4%
Q2'19	$11.39B	+24.5%
Q3'19	$11.67B	+24.5%
Q4'19	$12.13B	+24.5%
Q1'20	$12.90B	+16.1%
Q2'20	$13.23B	+16.2%
Q3'20	$13.55B	+16.1%
Q4'20	$14.09B	+16.2%
Q1'21	$16.42B	+27.3%
Q2'21	$16.83B	+27.2%

Q3'21	$17.24B	+27.2%
Q4'21	$17.93B	+27.3%
Q1'22	$18.75B	+14.2%
Q2'22	$19.22B	+14.2%
Q3'22	$19.69B	+14.2%
Q4'22	$20.47B	+14.2%
Q1'23	$20.45B	+9.1%
Q2'23	$20.96B	+9.1%
Q3'23	$21.47B	+9.0%
Q4'23	$22.32B	+9.0%
Q1'24	$23.12B	+13.1%
Q2'24	$23.87B	+13.9%
Q3'24	$24.21B	+12.8%
Q4'24	$24.97B	+11.9%
Q1'25	$26.34B	+13.9%
Q2'25	$26.65B	+11.6%
Q3'25	$27.42B	+13.3%
Q4'25	$28.80B	+15.3%
Q1'26	$30.00B	+13.9%
Q2'26	$30.98B	+16.2%

The table lists Apple Services revenue for every quarter from fiscal 2013 to the second quarter of fiscal 2026, with each quarter fiscal year and the year-on-year change. The figures climb almost every quarter, from under 4 billion dollars in 2013 to above 30 billion in 2026. Sorting the columns shows both the steady ascent and the mild within-year seasonality of the segment. The numbers reward a closer look at how evenly the growth has spread. Almost every cell in the table is larger than the one above it. The few exceptions reflect only the gentle seasonal dip. The underlying direction never wavers for long.

Annual Totals

A Sevenfold Rise

On an annual basis, the growth is even clearer. Services revenue rose from about 16 billion dollars in fiscal 2013 to roughly 109 billion dollars in fiscal 2025, a near sevenfold increase in twelve years. The fiscal 2026 part-year total, covering only the first two quarters, already exceeds 60 billion dollars, putting the segment on course for another record full year. At the current run-rate the segment is heading toward 120 billion dollars for fiscal 2026. That would extend the streak of record years without interruption. Momentum, once established here, has been hard to stop. A decade of compounding has built real inertia. Reversing such a trend would take a major shock. Nothing on the horizon currently threatens it.

Each year has added more revenue than the last in absolute terms. The segment crossed 20 billion dollars in fiscal 2016, 40 billion around fiscal 2018, and 100 billion in fiscal 2025. This compounding growth has made Services a larger business than the entire Mac line, as our Apple Mac revenue analysis shows, and comparable in scale to the iPad and Mac segments combined. Few would have predicted such scale from the modest iTunes category of a decade ago. The segment has outgrown its own origins many times over. What began as media downloads is now a vast services empire. The breadth of today offerings would be unrecognisable in 2013.

Apple Services Revenue, Annual FY 2013-2026 ($B)Full-year Services revenue; 2026 is a part-year total.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The annual trajectory has been remarkably smooth for a business of its size. Unlike Apple hardware lines, which swing with product cycles, Services has grown steadily because much of its revenue is recurring, subscriptions, storage, warranties and a cut of every App Store sale. That smoothness is one reason investors prize the segment so highly, valuing it more like a software company than a hardware maker. That re-rating has been worth hundreds of billions of dollars in market value. The quality of the revenue,

not just its size, drives that premium.

Growth Rate

Durable Double Digits

Services has sustained double-digit annual growth for most of its history, a rare feat for a business of its scale. Growth ran above 20 percent in the late 2010s, peaking around 27 percent in fiscal 2021 as pandemic-era digital spending surged, before settling into a steadier low double-digit pace of 12 to 14 percent in recent years.

Even the slower recent growth is impressive given the base. Adding 12 percent to a 100-billion-dollar business means roughly 13 billion dollars of new revenue a year, more than the entire annual revenue of many large companies. The fiscal 2023 slowdown to single digits proved temporary, with growth re-accelerating in 2024 and 2025, as reflected in our The brief dip proved to be a pause rather than a turning point, a point clear in our Apple total revenue analysis.

Apple Services Annual Growth Rate (% YoY)Year-on-year growth in Services revenue.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The durability of this growth is what sets Services apart. Where iPhone revenue rises and falls with each launch cycle, Services climbs in nearly every quarter, giving Apple a dependable, expanding base of high-margin income. This consistency has become central to the investment case for Apple, smoothing the lumpiness of its hardware business. Investors increasingly treat Services as the steady core of the Apple story. It is the part of the business they can forecast with the most confidence. Predictability is a rare and valuable trait in technology revenue. It lets Apple plan and investors model with unusual certainty. That confidence is part of the segment value.

Share of Revenue

More Than a Quarter

As Services has grown, so has its share of Apple total revenue. The segment accounted for under 10 percent of company revenue in fiscal 2013. By fiscal 2025 it had risen to roughly 26 percent, more than a quarter of everything Apple sells, even as total revenue itself grew strongly over the period.

This rising share matters because Services carries far higher margins than hardware. A dollar of Services revenue contributes much more to profit than a dollar of iPhone or Mac revenue, which is why the segment growing share has lifted Apple overall profitability, a pattern visible in our Apple net income analysis. Services now drives a disproportionate part of company profit. Its margin advantage magnifies every dollar of revenue it adds. The profit impact of the segment outweighs its already large revenue. In profit terms, Services punches well above its revenue weight. That leverage is central to why the segment matters so much. It is the clearest example of quality over quantity in Apple results.

Services as a Share of Apple Total Revenue (%)Services revenue as a percent of Apple total revenue.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The share would be higher still but for the strength of the iPhone, which remains Apple largest segment and grew sharply in fiscal 2026, as our Apple iPhone revenue analysis shows. Even so, the long-term direction is clear: Services is steadily claiming a larger slice of Apple revenue, and an even larger slice of its profit, year after year. The trend has been remarkably steady across more than a decade. Steadiness on this scale is rare among businesses of any kind.

Recent Quarters

Records Almost Every Quarter

The most recent quarters show the segment at full strength. From fiscal 2024 through fiscal 2026, Services set a new all-time revenue record almost every single quarter, climbing from about 23 billion dollars in early

fiscal 2024 to 30.98 billion dollars in the second quarter of fiscal 2026, the highest in the segment history. Each new quarter has tended to reset the record set by the one before. The pattern of serial records has become routine for the segment. Each earnings season brings another high to report. The cadence of records has become part of the Apple narrative.

This run of records reflects broad-based strength across the segment. Apple has cited growth in advertising, the App Store and cloud services as the main drivers, alongside steady gains in subscriptions and AppleCare. The breadth of the growth, spread across many sub-services rather than one, is what makes it so durable. No single service can derail the segment by stumbling. That spread of risk is a quiet strength of the business.

Apple Services Revenue, Recent Quarters FY 2024-2026 ($B)Quarterly Services revenue over the latest three fiscal years.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The recent quarters also show Services growth outpacing the company as a whole in most periods, steadily lifting its share of revenue. With Apple installed base now above two and a half billion active devices, each one a potential Services customer, the segment has a vast and still-growing foundation to build on, a scale set in context by our Few companies anywhere can match that reach, as shown in our big tech revenue comparison analysis.

Cumulative

Over 600 Billion Booked

Adding up every quarter since fiscal 2013 shows the cumulative scale of the Services business. In total, Apple has booked well over 600 billion dollars in Services revenue across the period, a figure that has grown faster in recent years as quarterly revenue has climbed toward 30 billion dollars.

The shape of the cumulative curve tells the story of acceleration. The first 100 billion dollars of cumulative Services revenue took several years to accumulate; the most recent 100 billion took barely more than a year, as the quarterly run-rate has more than tripled since the middle of the last decade. The curve steepens visibly toward the present. Acceleration, not just growth, is the defining feature of the chart. The slope of the curve has steepened with almost every passing year.

Cumulative Apple Services Revenue Since FY 2013 ($B)Running total of Services revenue across the period.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

This cumulative total underlines how Services has quietly become one of the largest software-and-content businesses in the world. The revenue it has generated over the period rivals the lifetime revenue of major standalone technology companies, yet it sits as just one segment within Apple, a scale reflected in our biggest companies by market value analysis.

By Era

The Average Quarter Transformed

Grouping the data into eras shows how the average quarter has transformed. In fiscal 2013 to 2015, Services averaged under 5 billion dollars a quarter. By fiscal 2019 to 2021 that had risen to about 14 billion, and in fiscal 2025 to 2026 the average quarter exceeds 28 billion dollars, roughly six times the early-period figure. The transformation in a single decade is hard to overstate. A side business has become one of Apple defining strengths. The shift has reshaped the entire company financial profile.

Each era has also seen the segment broaden. The early years were dominated by the App Store and iTunes; later eras added Apple Music, iCloud at scale, AppleCare, Apple Pay, advertising and the streaming services. This diversification has both fuelled the growth and made it more resilient, since no single service dominates the total. Diversity has been as important to the segment as growth. The two qualities have

reinforced each other throughout. Growth funded new services, and new services drove growth. That virtuous circle remains intact today.

Average Quarterly Services Revenue by Era ($B)Mean Services revenue per quarter, grouped by period.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The era view captures the essential point: Services has not just grown, it has changed character, from a modest adjunct to Apple hardware into a major business in its own right. The average quarter today generates more revenue than the entire segment did in a full year as recently as the early 2010s, a transformation echoed across Apple lineup in our Apple revenue by segment analysis.

Seasonality

A Gentle Climb Each Year

Within each fiscal year, Services shows a mild but consistent seasonal pattern. Unlike the iPhone, whose revenue spikes sharply in the holiday first quarter, Services revenue rises gently across the fiscal year, with each quarter typically a little higher than the last as subscriptions accumulate and usage grows.

The first fiscal quarter, covering the December holiday season, is the lowest as a share of the year, while the fourth quarter, ending in September, is usually the highest. The difference is small, only a couple of percentage points between quarters, reflecting how recurring revenue smooths out the seasonality that dominates Apple hardware sales.

Apple Services Seasonality by Fiscal Quarter (% of year)Average share of annual Services revenue by fiscal quarter.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

This gentle seasonality is itself a sign of the segment quality. A business whose revenue rises steadily quarter after quarter, with little of the boom-and-bust of product launches, is exactly what investors value, and it stands in sharp contrast to the pronounced seasonality of the iPad business shown in our Apple iPad revenue analysis.

Milestones

Crossing the Thresholds

Tracking the segment at four-year intervals shows the pace of its climb. In the first quarter of fiscal 2013, Services generated under 4 billion dollars. By early fiscal 2021 a comparable quarter had reached about 16 billion, and by the second quarter of fiscal 2026 it stood at nearly 31 billion dollars, roughly eight times the 2013 figure.

These milestone quarters mark the segment passage through successive thresholds. Services first crossed 10 billion dollars in a quarter in the late 2010s, 20 billion in the early 2020s, and 30 billion in fiscal 2026. Each threshold arrived faster than a simple trend would predict, a sign of the compounding nature of recurring revenue.

Apple Services Revenue at Four-Year Intervals ($B)Quarterly Services revenue sampled every four years.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The milestones make the abstract growth concrete. A segment that once added a billion dollars of quarterly revenue every few years now adds several billion in a single year. This acceleration is why Services has moved from a footnote in Apple results to one of the most closely watched numbers each quarter, on a par in importance with the iPhone in our share of revenue analysis.

Inside Services

What Makes Up the Segment

Apple does not break out the components of Services, but estimates suggest the App Store is the largest single piece, contributing roughly a third of the total. Advertising, iCloud and cloud storage, AppleCare and Apple Music each add a meaningful share, with the streaming and gaming services, Apple TV+ and Apple Arcade, making up the remainder.

This composition explains the segment resilience. Because the revenue is spread across many distinct services, a slowdown in any one of them has only a limited effect on the total. The App Store remains the anchor, but the growth of advertising and cloud services has reduced the segment dependence on any single source over time.

Estimated Apple Services Revenue by Sub-Segment (%)Estimated share of Services revenue by component.

Data:

Derived from Apple Services revenue, compiled by BusinessStats from Apple filings.

Note:

Growth rates, shares, era averages, cumulative totals and the sub-segment split are calculated from reported Apple figures. Apple changed its Services definition around 2018, so figures across that transition are approximate. The internal Services breakdown is a BusinessStats estimate, as Apple does not report it.Switch views with the toolbar.

The internal mix also points to where future growth may come from. Advertising and cloud services have been among the fastest-growing pieces, while the App Store provides a large, steady base. As Apple installed base expands, each component has room to grow, supporting the segment continued climb. The exact split, however, remains a BusinessStats estimate rather than an Apple disclosure.

$31BRecord QuarterQ2 FY2026. $109BFY2025 TotalUp 14%. ~7xSince 2013Annual growth. ~26%Of RevenueAnd rising.

Apple iTunes, software and services revenue tells the clearest story of where the company is heading. From under 4 billion dollars a quarter in fiscal 2013 to a record 30.98 billion in fiscal 2026, Services has grown almost without pause, posting double-digit annual growth in most years and rising from under 10 percent of Apple revenue to more than a quarter. It is now the company second-largest and fastest-growing segment.

More than its size, it is the character of the Services business, recurring, high-margin and diversified, that has reshaped how Apple is valued. The segment generates a disproportionate share of profit, smooths the lumpiness of hardware cycles, and grows from an installed base of more than two and a half billion devices. For a company long defined by the iPhone, the steady rise of Services is the most important financial trend of the decade, a shift set in the wider context of our Apple Vision Pro price list analysis of where Apple is investing next.

FAQ

Frequently Asked Questions: Apple Services Revenue

In fiscal 2025, Apple Services (iTunes, software and services) generated about 109 billion dollars, up 14 percent from fiscal 2024. In fiscal 2026 the segment set records in both quarters, reaching 30.0 billion dollars in the first quarter and an all-time high of 30.98 billion dollars in the second quarter. Services is Apple second-largest segment after the iPhone.

Apple Services, historically called iTunes, software and services, includes the App Store, Apple Music, Apple TV+, Apple Arcade, iCloud and cloud storage, AppleCare, Apple Pay, advertising, and licensing (such as the payment from Google to be the default search engine). It represents the recurring, higher-margin revenue Apple earns from its installed base after a device has been sold.

Apple Services has grown by double digits in most years. Growth ran above 20 percent in the late 2010s and peaked near 27 percent in fiscal 2021 during the pandemic surge in digital spending. In recent years it has settled into a steadier pace of roughly 12 to 14 percent a year, which still adds around 13 billion dollars of new revenue annually given the large base.

Services rose from under 10 percent of Apple total revenue in fiscal 2013 to roughly 26 percent in fiscal 2025, more than a quarter of everything Apple sells. Because Services carries much higher margins than

hardware, it contributes an even larger share of Apple profit than of its revenue, which is a key reason investors value the segment so highly.

In fiscal 2026, Apple Services revenue reached 30.0 billion dollars in the first quarter (ended December 2025), a record, up 14 percent year over year, and 30.98 billion dollars in the second quarter (ended March 2026), another all-time high, up 16 percent. Both quarters set new records for the segment, continuing its long run of growth.

Services matters because it is recurring, high-margin and fast-growing. Unlike hardware, which swings with product cycles, Services revenue climbs in nearly every quarter, giving Apple a dependable and expanding base of profit. It carries higher margins than the iPhone or Mac, contributes a disproportionate share of profit, and helps make Apple less dependent on any single product.

Services is Apple second-largest segment, behind only the iPhone and well ahead of the Mac, iPad and Wearables. At roughly 109 billion dollars in fiscal 2025, the Services segment is larger than the entire Mac and iPad businesses combined, and the gap continues to widen as Services grows faster than Apple hardware lines.

iTunes, software and services was Apple original name for what is now the Services segment. In the early 2010s it covered iTunes media sales, App Store revenue, iCloud, AppleCare and software. Apple renamed and broadened the category to Services in the mid-2010s and revised its definition around 2018, which is why figures across that transition are approximate.

Apple Services revenue has been remarkably consistent, growing in nearly every quarter for more than a decade. Annual growth slowed to single digits in fiscal 2023 amid a broader spending slowdown, but the segment did not decline, and growth re-accelerated to double digits in fiscal 2024 and 2025. The recurring nature of much of its revenue makes outright declines rare.

Apple has cited advertising, the App Store and cloud services as the main recent drivers, alongside steady gains in subscriptions and AppleCare. The growth rests on Apple installed base of more than two and a half billion active devices, each a potential Services customer. As that base grows and users spend more on subscriptions and apps, Services revenue continues to climb.

Sources

Apple Investor Relations - Quarterly Earnings - Source for reported Services revenue (Form 8-K, 10-Q, 10-K).

Apple Inc. quarterly and annual filings - Used for annual Services totals and recent quarterly figures through fiscal Q2 2026.

Annual Services figures are reported actuals in U.S. dollars. Recent quarters (fiscal 2024 to 2026) are as reported by Apple: 30.0 billion dollars in Q1 FY2026 and 30.98 billion in Q2 FY2026. Earlier quarters are split from reported annual totals using the segment seasonal pattern. Apple revised its Services definition around 2018, so figures across that transition are approximate. The internal sub-segment split is a BusinessStats estimate, as Apple does not disclose it. Not investment advice.

STATISTICS REPORT

Apple iPhone sales revenue quarterly 2007-2026

Updated Jun 16, 2026 · businesstats.com/apples-iphone-revenue-since-3rd-quarter-2007

$210B IPHONE FY2025	**~$2.4T** CUMULATIVE	**~50%** OF APPLE REVENUE
$205B FY2022 PEAK	**$155B** FY2015 PEAK	**66%** PEAK SHARE

Overview

Apple's iPhone revenue from 3rd quarter 2007 to 2nd quarter 2026

No product in modern history has generated as much money as the iPhone. Since its launch in mid-2007, Apple flagship device has grown from a curiosity into the single most profitable consumer product ever made, generating well over two trillion dollars in cumulative revenue. In fiscal 2025 alone, the iPhone brought in about 210 billion dollars, more than half of Apple total sales and more than the entire annual revenue of most companies on earth. This report tracks Apple iPhone revenue, quarter by quarter, from its 2007 debut onward. The numbers tell the story of how one device came to dominate an industry and a company. From a standing start, it became the financial centre of the most valuable company on earth. That is a journey without real precedent in business history.

The figures come from Apple financial filings, which report iPhone net sales every quarter. The iPhone launched in fiscal 2007 with negligible early revenue, then scaled with breathtaking speed through the 2010s. Set against the workforce that builds and sells it, explored in our Apple employee count analysis, iPhone revenue reveals just how much a relatively lean company can earn from a single, category-defining product that it reinvents year after year. Few companies have ever extracted so much value from refining a single idea. The iPhone is less a series of products than one product, perfected over and over.

Apple iPhone Quarterly Revenue, FY2007-2026 ($B)iPhone net sales by fiscal quarter, in billion U.S. dollars.

Data:

Apple Inc. SEC filings (10-K, 10-Q, 8-K), iPhone net sales, compiled by BusinessStats.

Note:

Annual iPhone revenue figures are reported actuals; quarterly values are distributed using Apple's reported company-wide seasonality. Fiscal 2007-2009 reflect the restated revenue basis.Switch views with the toolbar.

The quarterly view matters because the iPhone is intensely seasonal. New models typically launch in September, so Apple holiday quarter, fiscal Q1 covering October to December, is by far the biggest, often dwarfing the other three. This rhythm makes iPhone revenue rise and fall in a sawtooth pattern every year, with a towering holiday peak followed by quieter spring and summer quarters, a cycle that has repeated for nearly two decades. The holiday peak is now as predictable as it is enormous.

A note on the data is important. Annual iPhone revenue figures here are Apple reported totals; the quarter-by-quarter values are distributed using Apple reported company-wide seasonality, so each year iPhone total matches the filings while the split within the year follows Apple actual quarterly pattern. The earliest years also reflect a revenue-recognition change. Together with the wider picture in our Apple total revenue analysis, the iPhone series shows how one product reshaped a company and an industry. The data is, in effect, a financial history of the smartphone era itself. To chart iPhone revenue is to chart how mobile computing conquered the world. The chart is, in that sense, a map of a global transformation.

Annual Data Table

Apple iPhone Revenue, Share and Growth, FY2008-2025

Apple iPhone Annual Revenue, Share of Total and YoY Growth, FY2008-2025Click any column to sort

FISCAL YEAR	IPHONE REVENUE	SHARE OF APPLE	YOY GROWTH
FY2008	$6.7	18.0%	n/a
FY2009	$13.0	30.4%	+93.3%
FY2010	$25.2	38.6%	+93.2%
FY2011	$47.1	43.5%	+86.9%
FY2012	$80.5	51.4%	+71.0%
FY2013	$91.3	53.4%	+13.4%
FY2014	$102.0	55.8%	+11.7%

FY2015	$155.0	66.3%	+52.0%
FY2016	$136.7	63.4%	-11.8%
FY2017	$141.3	61.6%	+3.4%
FY2018	$166.7	62.8%	+18.0%
FY2019	$142.4	54.7%	-14.6%
FY2020	$137.8	50.2%	-3.2%
FY2021	$192.0	52.5%	+39.3%
FY2022	$205.5	52.1%	+7.0%
FY2023	$200.6	52.3%	-2.4%
FY2024	$201.2	51.4%	+0.3%
FY2025	$209.6	50.4%	+4.2%

The table lists Apple iPhone annual revenue for every fiscal year from 2008 to 2025, alongside its share of total Apple revenue and its year-over-year growth. The revenue column climbs from under 7 billion dollars to over 200 billion, while the share column tells a subtler story: the iPhone share of Apple revenue peaked in the mid-2010s and has since eased as Services and other products grew. Sorting any column shows how the iPhone has driven, and been diluted within, Apple expanding business. The two trends, soaring revenue and a gently falling share, define the modern iPhone. It remains indispensable to Apple even as Apple has grown far beyond it.

The Annual View

Two Decades of iPhone Revenue

Viewed annually, the iPhone growth story falls into clear chapters. Revenue exploded through the early 2010s, multiplying many times over as the smartphone went global. It reached an early peak of about 155 billion dollars in fiscal 2015, powered by the larger-screen iPhone 6, then dipped for the first time in fiscal 2016 as that supercycle faded. A long plateau followed in the late 2010s before a fresh surge. The pattern of peak, dip and plateau would repeat, but always from a higher base than before. Resilience, not merely growth, is the defining trait of the series. It has weathered every confident prediction of its eventual demise and kept on growing.

The second act came in the 2020s. iPhone revenue jumped to about 192 billion dollars in fiscal 2021, lifted by the first 5G models, and reached a peak near 205 billion in fiscal 2022. After a slight pause, it set a new record of roughly 210 billion in fiscal 2025. The iPhone, far from fading, remains the centre of gravity for Apple entire business, and the anchor of the product mix detailed in our Apple revenue by segment analysis.

Apple iPhone Annual Revenue, FY2008-2025 ($B)iPhone net sales by fiscal year, in billion U.S. dollars.

Data:

Apple Inc. SEC filings (10-K, 10-Q, 8-K), iPhone net sales, compiled by BusinessStats.

Note:

Annual iPhone revenue figures are reported actuals; quarterly values are distributed using Apple's reported company-wide seasonality. Fiscal 2007-2009 reflect the restated revenue basis.Switch views with the toolbar.

What stands out is the iPhone resilience. After the fiscal 2015 peak, many expected its revenue to decline as smartphone markets matured, yet it has repeatedly found new highs, driven by higher prices, premium models and a vast loyal base upgrading over time. The annual chart, with its peaks, plateaus and renewed records, is the story of a product that has defied predictions of its decline for a decade. Each supposed ceiling has, in time, become a floor for the next leg of growth. The market has repeatedly underestimated how much room the iPhone still had.

Year-over-Year

Boom, Plateau and Renewal

The iPhone year-over-year growth chart captures both its explosive youth and its mature swings. The early years saw triple-digit and high double-digit percentage growth as the product scaled from almost nothing. That pace was impossible to sustain, and as the base grew the growth rate naturally fell, settling into a pattern of moderate gains punctuated by occasional declines. The shift from explosive to incremental growth is the natural arc of any dominant product. What is unusual is how gentle the eventual slowdown has been.

The standout down years tell their own story. iPhone revenue fell in fiscal 2016 as the iPhone 6 supercycle unwound, and again around fiscal 2019 amid a weak upgrade cycle and softness in China. The standout up year was fiscal 2021, when revenue surged on 5G demand. These swings track closely with Apple overall

profitability, explored in our Apple net income analysis, since the iPhone drives so much of the company earnings.

Apple iPhone Annual Revenue Growth (%)Year-over-year change in iPhone revenue, in percent.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The growth pattern underlines how mature the iPhone has become. It no longer doubles or triples; instead it grows in single digits in good years and occasionally slips in weaker ones, much like any dominant product in a saturated market. Yet its sheer scale means even modest percentage growth adds billions of dollars, and its ability to keep setting records two decades in is remarkable for any consumer device. Maturity, in the iPhone case, has meant durability rather than decline. The iPhone has aged into a steady giant rather than a fading star. Its best revenue years have come long after most products would have peaked.

Share of Apple

How Central the iPhone Is

Perhaps the most revealing chart is the iPhone share of total Apple revenue. That share rose through the early 2010s as the iPhone came to dominate Apple, peaking around two-thirds of all revenue in the mid-2010s. Since then it has gradually declined to about half, not because the iPhone shrank, but because Services and other products grew faster around it. The falling share masks the fact that iPhone revenue itself kept climbing to records. A smaller slice of a far larger pie can still be an enormous amount of money. Apple managed to grow the whole pie faster than the iPhone slice shrank.

This gentle decline in share is, paradoxically, a sign of strength rather than weakness. Apple deliberately built new revenue streams, especially high-margin Services, to reduce its dependence on a single product. The result is a more balanced business in which the iPhone remains the foundation but no longer the whole story, a diversification that also reflects the maturing of the wider smartphone market tracked in our worldwide smartphone market revenue analysis.

iPhone Share of Apple Total Revenue (%)iPhone revenue as a share of Apple total net sales, by fiscal year.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

Even at about half of revenue, the iPhone remains extraordinarily central. It anchors the entire Apple ecosystem, drawing customers into Services, wearables and accessories that depend on owning an iPhone. So while its revenue share has fallen, its strategic importance has not, since nearly every other part of Apple business ultimately flows from the hundreds of millions of iPhones in people pockets. Owning an iPhone is, in effect, the gateway to almost everything else Apple sells. That gravitational pull is why the iPhone matters even beyond its own revenue.

Holiday Quarter

The All-Important December Quarter

The iPhone holiday quarter, Apple fiscal first quarter covering October to December, is the single most important three months in the company calendar. With new models freshly launched, demand peaks just as holiday shopping surges, making this quarter by far the largest for iPhone revenue every year. The holiday-quarter chart shows these annual peaks climbing from a few billion dollars to well over sixty billion in recent years.

These holiday quarters are when Apple makes much of its annual iPhone money and when the success of each new model is first judged. A strong holiday quarter can define Apple entire year, while a weak one sets a cautious tone. The intensity of this seasonal peak is closely tied to global shipment patterns, which our quarterly smartphone shipments analysis tracks across the wider industry during the same crucial window.

iPhone Holiday-Quarter (Fiscal Q1) Revenue by Year ($B)iPhone revenue in Apple holiday first quarter, by fiscal year.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The steady growth of the holiday peak over time, even as overall smartphone markets matured, reflects Apple success in raising prices and selling premium models. Each year a larger share of buyers choose the most expensive Pro and Max versions, lifting the average selling price and pushing holiday-quarter revenue to new records. The holiday quarter is, in effect, a concentrated snapshot of the iPhone enduring pricing power.

Cumulative

Over Two Trillion Dollars

Adding up every quarter since launch produces a figure almost beyond comprehension: the iPhone has generated well over two trillion dollars in cumulative revenue. The cumulative line climbs gently at first, then steepens dramatically through the 2010s and 2020s as annual revenue ballooned. No other consumer product in history has come close to this total, which dwarfs the lifetime sales of entire industries. It is a total that would have seemed fantastical when the first iPhone went on sale. In 2007, two trillion dollars from one product would have sounded absurd. Yet here it is, an ordinary fact of Apple modern accounts.

This cumulative total reframes just how singular the iPhone is. More than two trillion dollars of revenue from one product line over less than two decades is without precedent, and it explains why the iPhone is often called the most successful product ever made. It also underpins Apple position at the top of the technology world, alongside the vendors and platforms compared in our smartphone market share by vendor analysis.

Cumulative iPhone Revenue Since 2007 ($B)Running total of iPhone revenue, in billion U.S. dollars.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The cumulative curve also shows how recent most of that revenue is. Despite launching in 2007, the iPhone earned the majority of its lifetime revenue in just the last decade, as average prices climbed and the installed base swelled into the hundreds of millions. The steepening line is a reminder that the iPhone is not

a fading legacy product but one still generating record sums each and every year. The curve is still bending upward, not levelling off, almost two decades after launch. Very few products earn their largest sums in their nineteenth year. The iPhone keeps defying the ordinary lifecycle of consumer technology.

Seasonality

The iPhone Sawtooth

Averaging iPhone revenue by fiscal quarter lays the seasonality bare. The holiday first quarter towers over the rest, averaging far more than the spring, summer and autumn quarters that follow. The second quarter, covering January to March, holds up reasonably well on lingering holiday momentum, while the third and fourth quarters are the quietest, as buyers wait for the next model expected in September. The result is a revenue pattern shaped almost entirely by a single annual launch. No other company of Apple size is so dependent on one moment in the calendar.

This pronounced seasonal shape is a defining feature of Apple business and a direct consequence of its annual launch cadence. Because nearly all new iPhones arrive in September, demand compresses into the following holiday quarter, creating a peak that few other companies experience so sharply. The pattern shapes everything from manufacturing to marketing, and it stands out even against the broader technology giants in our big tech revenue comparison analysis.

Average iPhone Revenue by Fiscal Quarter ($B)Average iPhone revenue per fiscal quarter across the period.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The seasonality also means that any single quarter must be read in context. A strong third quarter is not directly comparable to a holiday first quarter, and year-over-year comparisons matter far more than sequential ones. Understanding the iPhone seasonal rhythm is essential to interpreting Apple results, since the same revenue figure can signal very different things depending on which quarter it falls in. Context, not the raw number, is what gives each quarterly figure its real meaning. The seasonality is not noise to be smoothed away but signal to be understood.

Multi-Year Blocks

Each Era Out-Earns the Last

Grouping iPhone revenue into multi-year blocks shows how each era out-earned the last. The earliest period, covering the launch and first ramp, produced a modest total as the product found its feet. The blocks that followed grew enormously, with the most recent five-year stretch generating roughly a trillion dollars of iPhone revenue on its own, more than all the earlier years combined. Durability at this scale is among the rarest qualities a consumer product can possess.

Each block marks a different phase of the iPhone life. The first was about proving the concept; the second about global domination during the smartphone boom; and the most recent about maximising revenue from a mature but loyal base through premium pricing. The relentless step-up in iPhone revenue from block to block has funded Apple expansion into every category in our most valuable companies ranking, where iPhone cash has bankrolled new bets.

Apple iPhone Revenue by Multi-Year Period ($B)Total iPhone revenue by fiscal-year block, in billion U.S. dollars.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The block view also confirms that the iPhone has not peaked in absolute terms, even if its growth rate has slowed. Each multi-year period has earned more than the one before, a remarkable achievement for a product nearing its twentieth year. The pattern suggests an extraordinarily durable franchise, one that continues to generate ever-larger sums even as the smartphone market itself has stopped growing. To keep setting records in a flat market is a genuinely exceptional achievement.

Indexed Growth

The iPhone Ascent

Indexing iPhone revenue to fiscal 2008 equals 100 turns its growth into a single soaring line. By fiscal 2025 the index reaches into the thousands, reflecting how the iPhone multiplied its revenue dozens of times over from its early base. The steepest climbs come in the early 2010s, when the product was scaling fastest, and the line has continued upward, with only occasional dips, ever since. The shape of the line is, in many ways, the shape of the smartphone revolution itself.

The indexed view highlights the sheer scale of the iPhone ascent. Few products in any industry have grown their revenue by such a multiple over a comparable period, and fewer still have sustained it for nearly two decades. The line flattens somewhat in the mature years, but it never collapses, a durability that contrasts sharply with the boom-and-bust cycles seen in newer categories like the one in our VR headset market revenue analysis.

Apple iPhone Revenue, Indexed (FY2008 = 100)iPhone revenue indexed to fiscal 2008 = 100. Higher means faster cumulative growth.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The indexed line is, in essence, the financial biography of the smartphone era told through Apple lens. It captures the moment a single product went from novelty to necessity for hundreds of millions of people, and it shows how that transformation translated into one of the greatest revenue-generating runs in corporate history. The index does not just measure the iPhone; it measures an epoch. No single chart better captures how profoundly the device reshaped modern technology.

Top Quarters

The Biggest iPhone Quarters

Ranking the individual quarters by iPhone revenue confirms how concentrated the records are in the recent holiday seasons. The very top of the list is dominated by fiscal first quarters from the 2020s, each generating well over sixty billion dollars of iPhone revenue in a single three-month span. Not one quarter

from before the late 2010s comes close to these recent peaks. The iPhone, in pure revenue terms, has saved its biggest quarters for its later years.

This ranking shows that, in revenue terms, the iPhone is at its most powerful right now, not in some distant golden age. The combination of higher prices, premium model mix and a vast installed base has pushed recent holiday quarters to heights the early iPhone could never have reached. It is a pattern of recent dominance that mirrors the trajectory of the broader device market in our internet and platform companies revenue analysis.

Top iPhone Revenue Quarters ($B)Highest single-quarter iPhone revenue figures, in billion U.S. dollars.

Data:

Derived from Apple Inc. iPhone net sales, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from reported iPhone revenue, in U.S. dollars.Switch views with the toolbar.

The clustering of record quarters in the present is the clearest answer to anyone who assumes the iPhone is in decline. Its biggest revenue quarters are its most recent ones, achieved nearly two decades after launch. Far from a product past its prime, the iPhone is, by the measure of quarterly revenue, performing at the highest level in its history, and showing little sign of relinquishing its crown. By its own historical standard, the iPhone has never been bigger than it is today.

$210BiPhone FY2025All-time record. ~$2.4TCumulativeRevenue since 2007. ~50%Of Apple RevenueStill the core. $205BFY2022 PeakPrior annual high.

Across nearly two decades, Apple iPhone has grown from a 2007 novelty into the most lucrative consumer product ever made. Its revenue has climbed from almost nothing to about 210 billion dollars a year, generated well over two trillion dollars in total, and still accounts for roughly half of all Apple sales. The quarterly data, with its towering holiday peaks and steady records, captures a product that has repeatedly defied predictions of its decline and remains the beating heart of the world most valuable technology company. It is, by almost any measure, the defining product of its age. No other consumer device has shaped how people live, work and communicate so completely.

The question now is how long the iPhone can keep setting records. Growth has slowed as smartphone markets have saturated, and Apple future increasingly depends on Services, new devices and emerging

technologies built around the iPhone rather than the device alone. Yet with hundreds of millions of users upgrading on cycle and average prices still climbing, the iPhone shows no sign of surrendering its place. Whatever comes next, its revenue story stands as one of the defining business achievements of the twenty-first century. Whatever its next chapter, the iPhone has already rewritten what a single product can earn.

FAQ

Frequently Asked Questions: iPhone Revenue

In fiscal 2025, the iPhone generated about 210 billion U.S. dollars in revenue, an all-time record and roughly half of Apple total sales of 416 billion dollars. The iPhone is by far Apple largest product, earning more in a single year than the entire annual revenue of most large companies.

Since its launch in 2007, the iPhone has generated well over two trillion U.S. dollars in cumulative revenue, more than any other consumer product in history. The majority of that total has come in just the last decade, as average selling prices rose and Apple installed base swelled into the hundreds of millions.

Fiscal 2025 was the iPhone best year on record, with revenue of about 210 billion U.S. dollars. Its previous high was around 205 billion in fiscal 2022. An earlier peak of about 155 billion came in fiscal 2015, powered by the larger-screen iPhone 6, before a dip and a long plateau later in the decade.

The iPhone accounted for about half of Apple total revenue in fiscal 2025. Its share peaked near two-thirds in the mid-2010s and has gradually declined since, not because iPhone revenue fell, but because Apple Services and other products grew faster around it, creating a more balanced business.

Apple holiday quarter, its fiscal first quarter covering October to December, is by far the biggest for iPhone revenue because new models launch in September and demand peaks during holiday shopping. This quarter can generate well over sixty billion dollars of iPhone revenue alone and often defines Apple entire year.

iPhone revenue is still growing, but slowly and unevenly. After a peak near 205 billion dollars in fiscal 2022 and a brief pause, it reached a record of about 210 billion in fiscal 2025. Growth now comes mainly from higher prices and premium models rather than from selling many more units, as smartphone markets have matured.

The iPhone launched in mid-2007, in Apple fiscal third quarter. Early revenue was negligible, as the product was new and, under the accounting rules of the time, much of its revenue was initially deferred.

iPhone revenue then scaled rapidly, surpassing most of Apple other products within a few years and becoming its largest segment.

iPhone revenue declined in fiscal 2016, as the iPhone 6 supercycle faded, and was soft around fiscal 2019 amid a weak upgrade cycle and weakness in China. These dips reflect the cyclical nature of smartphone demand, where a blockbuster model can lift revenue sharply one year and make the following year a tough comparison.

By revenue, the iPhone is widely regarded as the most successful consumer product ever made, generating well over two trillion U.S. dollars since 2007. Apple has sold more than two billion iPhones over that period. Few products in any industry have matched its combination of scale, longevity and profitability.

Annual iPhone revenue figures are taken from Apple SEC filings and are reported actuals. The quarter-by-quarter values shown here are distributed using Apple reported company-wide seasonality, so each year iPhone total matches the filings while the split within the year follows Apple actual quarterly pattern. The earliest years reflect a later revenue-recognition restatement.

Sources

Apple Inc. - Investor Relations - Primary source for Apple iPhone net sales and results.

Apple Inc. SEC filings, Form 10-K and 10-Q (fiscal 2008-2026) - Used for annual iPhone net sales and product disclosures.

Annual iPhone revenue figures are reported actuals from Apple filings, in U.S. dollars. Quarterly values are distributed using Apple reported company-wide seasonality, so each year iPhone total matches the filings while the split within the year follows Apple actual quarterly pattern. Fiscal 2007-2009 reflect the restated revenue basis after a 2010 revenue-recognition change. Not investment advice.

STATISTICS REPORT

Apple number of employees 2005-2026

Updated Jun 16, 2026 · businesstats.com/number-of-employees-of-apple-since-2005

166K FY2025 EMPLOYEES	**11x** SINCE FY2005	**$2.5M** REVENUE/EMPLOYEE
$675K PROFIT/EMPLOYEE	**+48%** FY2008 HIRING	**-3K** FY2023 CHANGE

Overview

Number of employees of Apple from 2005 to 2025

Behind every iPhone, every Apple Store and every line of code sits a workforce that has grown almost beyond recognition. Apple employed roughly 14,800 full-time equivalent people in fiscal 2005; by fiscal 2025 that number had reached about 166,000, an all-time record and more than eleven times the headcount of two decades earlier. Yet the story is not simply one of relentless expansion. Apple has hired in waves, paused once, and throughout kept its workforce remarkably small relative to the staggering revenue it generates. This report tracks the number of Apple employees worldwide, year by year, from 2005 onward. It is a story of scale, but even more a story of efficiency.

The figures come from Apple annual reports, which disclose the company full-time equivalent headcount as of the end of each fiscal year in late September. They count permanent staff across every part of Apple, from retail and operations to engineering and corporate functions, worldwide. Set against the revenue these people produce, explored in our Apple net income analysis, the headcount reveals just how much value each Apple worker generates, a ratio that is among the highest of any large company on earth.

Apple Number of Employees, FY2005-2025 (thousands)Full-time equivalent employees at fiscal year-end, in thousands.

Data:

Apple Inc. annual reports (Form 10-K), Human Capital disclosures, compiled by BusinessStats.

Note:

Full-time equivalent employees as of each fiscal year-end in late September. Figures are rounded as reported by Apple.Switch views with the toolbar. All figures are reported actuals.

The shape of Apple workforce growth mirrors the arc of its business. Headcount surged during the iPhone era, climbed steadily through the 2010s as Apple opened stores and expanded globally, and then briefly declined in fiscal 2023 for the first time in living memory, before returning to a record in fiscal 2025. Each phase reflects a specific moment, from explosive product-driven hiring to a cautious pause during a sector-wide slowdown, and then a measured return to growth as confidence recovered. Few large companies show such a clear link between their headcount and the chapters of their history.

What stands out most is restraint. For a company that generates more than 400 billion dollars in annual revenue, Apple workforce is strikingly lean, far smaller than those of rivals with comparable or even smaller sales. That efficiency, the ability to do so much with relatively few people, is one of the quiet secrets of Apple profitability, and it sits alongside the sales story told in our Apple total revenue analysis as a defining feature of how the company actually operates day to day.

Annual Data Table

Apple Headcount and Productivity, FY2005-2025

Apple Full-Time Equivalent Employees and Productivity, FY2005-2025Click any column to sort

FISCAL YEAR	EMPLOYEES	REVENUE / EMPLOYEE	NET INCOME / EMPLOYEE
FY2005	14,800	$0.94M	$90K
FY2006	17,787	$1.09M	$112K
FY2007	21,600	$1.14M	$162K
FY2008	32,000	$1.17M	$191K
FY2009	34,300	$1.25M	$240K
FY2010	46,600	$1.40M	$301K
FY2011	60,400	$1.79M	$429K
FY2012	72,800	$2.15M	$573K
FY2013	80,300	$2.13M	$461K
FY2014	92,600	$1.97M	$427K

FY2015	110,000	$2.12M	$485K
FY2016	116,000	$1.86M	$394K
FY2017	123,000	$1.86M	$393K
FY2018	132,000	$2.01M	$451K
FY2019	137,000	$1.90M	$403K
FY2020	147,000	$1.87M	$391K
FY2021	154,000	$2.38M	$615K
FY2022	164,000	$2.40M	$609K
FY2023	161,000	$2.38M	$602K
FY2024	164,000	$2.38M	$572K
FY2025	166,000	$2.51M	$675K

The table lists Apple full-time equivalent employee count for every fiscal year from 2005 to 2025, alongside two productivity measures: revenue per employee and net income per employee. The headcount column shows steady growth punctuated by the fiscal 2023 dip, while the productivity columns climb almost without interruption. By fiscal 2025 each Apple employee was associated with roughly 2.5 million dollars of revenue and about 675,000 dollars of profit, figures that dwarf those of most large employers. Sorting any column shows how the workforce and its output have evolved over the period. The contrast between steady headcount and surging productivity is the central theme of this report.

Year-over-Year

Hiring in Waves

Apple headcount has grown in bursts rather than at a steady pace. The most dramatic year was fiscal 2008, when the workforce jumped about 48 percent in a single year as the iPhone launched and Apple raced to build out retail, operations and engineering to support it. The late 2000s and early 2010s saw repeated double-digit percentage increases as the company scaled at speed, adding tens of thousands of people in just a few years to keep up with surging demand. Those early years saw Apple build, almost from scratch, the global organisation it relies on today.

As Apple matured, its hiring growth cooled into the single digits, a natural consequence of a far larger base. The standout exception runs the other way: in fiscal 2023, headcount actually fell by about 1.8 percent, the first decline in many years, as Apple slowed hiring during a broad technology-sector pullback. That pause, modest though it was, marked a notable shift for a company long defined by expansion, and it echoed the cost discipline seen across the firms in our Apple revenue by segment analysis during the same period.

Apple Headcount, Year-over-Year Growth (%)Annual change in full-time equivalent employees, in percent.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

The pattern of rapid early growth giving way to slower, steadier increases is typical of a maturing giant. Apple no longer needs to double its workforce to grow, because each employee now supports far more revenue than before. The growth-rate chart, with its towering early bars and flatter recent ones, captures the transition from a company scaling explosively to one expanding deliberately, adding people where they create the most value rather than simply to keep pace with demand. The flattening of the bars is itself a sign of a company that has reached enormous scale.

Net Hiring

People Added Each Year

Looking at the raw number of people added each year tells a more tangible story than percentages alone. In its biggest hiring years, Apple added well over ten thousand employees in a single twelve-month span, building entire new layers of the company at once. The largest absolute additions came in the 2010s, when Apple was simultaneously expanding its retail footprint, scaling its supply and operations teams, and deepening its engineering ranks to support an ever-widening product line. Whole departments were effectively created within the span of a few fiscal years.

The chart also makes the fiscal 2023 contraction unmistakable: a rare year in which Apple net headcount shrank by roughly three thousand people. That single downward bar stands out against two decades of additions and reflects the caution that swept through the technology industry as growth slowed and costs came under scrutiny. It was a restrained adjustment rather than the mass layoffs seen elsewhere,

consistent with the disciplined approach that runs through our big tech revenue comparison analysis of the sector largest players.

Apple Net Employees Added per Year (thousands)Net change in headcount each fiscal year, in thousands.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

Net additions returned to positive territory quickly, with Apple adding a few thousand people again in fiscal 2024 and 2025 to reach its record. The measured size of these recent additions, far smaller than the explosive intakes of the iPhone era, signals a company that now grows its workforce carefully and selectively. Apple appears to be prioritising productivity over sheer scale, adding talent in high-value areas rather than expanding headcount in step with revenue. The recent additions look modest precisely because Apple is already so large.

Revenue per Employee

Doing More With Fewer People

Perhaps no measure captures Apple efficiency better than revenue per employee. In fiscal 2005, each Apple worker was associated with roughly 0.94 million dollars of revenue; by fiscal 2025 that figure had climbed to about 2.5 million dollars, among the very highest of any major company in the world. The line has risen steadily for two decades, dipping only in the rare years when revenue softened, and it tells the story of a workforce that has become dramatically more productive over time. Each step up in the line represents billions of extra dollars produced by a barely larger team.

This soaring productivity is the financial heart of the Apple model. By designing products that command premium prices and building a vast base of loyal customers, Apple extracts enormous revenue from a comparatively small team. The result is a revenue-per-employee figure that helps explain why the company sits at the top of our most valuable companies ranking, where investors prize the ability to generate huge sales without a proportionally huge workforce or cost base.

Apple Revenue per Employee ($M)Total revenue divided by full-time equivalent employees, in million U.S. dollars.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

The trend matters because it compounds. As long as revenue grows faster than headcount, each employee carries more of the load, margins improve, and profit per worker climbs. Apple has sustained this for twenty years, a feat few companies of its size manage, since most see productivity flatten or fall as they grow. The steadily rising line is, in effect, a measure of how much more valuable the average Apple job has become with each passing year. That rising value per employee is one of the most important numbers in Apple entire financial profile.

Profit per Employee

Profit Behind Every Job

Profit per employee tells an even starker version of the same story. In fiscal 2005, Apple earned roughly 90,000 dollars of net income for each member of staff. By fiscal 2025 that figure had reached about 675,000 dollars per employee, a more than sevenfold increase that few enterprises of any size can rival. Where revenue per employee measures scale, profit per employee measures how efficiently that scale is turned into actual earnings, and on this measure Apple is exceptional. Very few companies in any industry earn anything close to this much profit for each person they employ.

The gap between revenue per employee and profit per employee reflects Apple rising margins. As high-margin Services have grown and premium pricing has held, a larger share of each employee revenue contribution has dropped to the bottom line. The result is a workforce that is not just productive in sales terms but extraordinarily profitable, a dynamic that underpins the scale of the digital businesses charted in our internet companies revenue analysis.

Apple Net Income per Employee ($K)Net income divided by full-time equivalent employees, in thousand U.S. dollars.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

Such figures reframe how to think about Apple as an employer. Each job, on average, is linked to enough profit to fund itself many times over, which gives Apple immense flexibility in how it invests, rewards staff and returns cash to shareholders. The profit-per-employee line, climbing relentlessly across two decades, is one of the clearest single indicators of why Apple is regularly ranked among the most profitable companies the world has ever seen.

Efficiency

Fewer Staff per Billion

Flipping the ratio around, the number of employees Apple needs for each billion dollars of revenue has fallen sharply over time. In fiscal 2005 it took roughly 1,060 employees to generate a billion dollars of sales; by fiscal 2025 that had dropped to about 400. In other words, Apple now produces the same revenue with less than half the relative staffing it required twenty years ago, a striking illustration of operating leverage at work. The same revenue that once required a thousand staff per billion now needs only a few hundred.

This declining curve is the mirror image of the rising revenue-per-employee line, and together they describe the same phenomenon: Apple doing ever more with proportionally less. Much of this leverage comes from software and Services, which scale to hundreds of millions of users without requiring proportional headcount, and from a supply chain that relies heavily on partners. It is a model that contrasts with the labour-intensive growth seen across much of the hardware world in our worldwide smartphone market revenue analysis.

Apple Employees per $1B of RevenueNumber of employees needed to generate each billion dollars of revenue.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

Falling employees-per-revenue is exactly what investors want to see, because it means growth does not require ballooning costs. Apple has managed to expand its revenue many times over while only modestly increasing how many people it takes to produce each dollar, the hallmark of a business with genuine scale advantages. The efficiency curve, sloping steadily downward, is one of the most underappreciated reasons behind Apple consistently high profitability. It is efficiency, quietly compounding year after year, that turns Apple revenue into industry-leading profit.

Headcount vs Revenue

Revenue Outran the Workforce

Plotting headcount and revenue on the same indexed scale, both starting at 100 in fiscal 2005, lays the productivity story bare. By fiscal 2025 Apple workforce had grown to an index of about 1,120, an elevenfold increase, while revenue had climbed to nearly 3,000, almost thirty times its 2005 level. The two lines start together and then diverge dramatically, with revenue pulling far ahead of headcount as the years pass.

That widening gap between the two lines is, in a single picture, the explanation for Apple extraordinary profitability. Revenue has grown roughly three times faster than the workforce, meaning every new dollar of sales has required less and less additional labour. This is operating leverage in its purest form, and it distinguishes Apple from competitors whose costs rise more closely in step with their sales, as reflected across the device makers in our smartphone market share by vendor analysis.

Apple Headcount vs Revenue, Indexed (FY2005 = 100)Employees and revenue indexed to fiscal 2005 = 100. A wider gap means higher productivity.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

The indexed comparison also guards against a naive reading of headcount growth. Eleven times more employees sounds enormous until it is set beside thirty times more revenue, at which point the workforce

expansion looks restrained rather than excessive. The real story of the last twenty years is not that Apple hired a lot of people, but that it grew its sales and profits far faster than it grew its team, an achievement that lies at the core of its financial success.

Leadership Eras

Scaling Under Jobs and Cook

Splitting the two decades by leadership underlines how much the company scaled under each chief executive. During the later Steve Jobs years covered here, fiscal 2005 through fiscal 2011, Apple averaged roughly 32,000 employees as the iPhone era began. Under Tim Cook, from fiscal 2012 onward, the average has been about 130,000, some four times larger, reflecting a vastly bigger retail network, supply chain and engineering organisation built to support a global business.

The contrast is less a comment on either leader than a measure of how Apple transformed. Jobs built the products that created the demand; Cook scaled the organisation, expanding stores, operations and Services teams across the world to meet it. The roughly fourfold jump in average headcount under Cook mirrors Apple expansion into the new categories and markets explored in our artificial intelligence statistics overview, each of which has required fresh talent and investment.

Average Headcount by Leadership Era (thousands)Average full-time equivalent employees per fiscal year, by era, in thousands.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

Even so, the workforce grew far more slowly than revenue or profit across both eras, which is the deeper point. Apple did not simply add bodies as it expanded; it added them carefully, leaning on automation, software and partners to keep the team lean. The leadership comparison, in the end, is really a story about disciplined scaling, growing the organisation enough to support a far larger business without letting headcount run ahead of results.

Five-Year Blocks

When Apple Did Its Hiring

Grouping the years into five-year blocks shows when Apple did most of its hiring. The largest wave came in the fiscal 2010 to 2014 block, when Apple added well over fifty thousand net employees, more than in any other period, as it scaled its retail and operations footprint during the iPhone boom. The blocks before and after saw smaller, though still substantial, net additions as growth normalised. No five-year stretch since has come close to matching that early surge in hiring.

Each block reflects a different chapter. The earliest period was about establishing the iPhone-era foundation; the middle blocks were about global expansion and retail; and the most recent has been about measured, selective growth, including a brief contraction. The steady decline in net hiring per block since the early 2010s shows a company growing its team more cautiously as it matured, a discipline visible across the maturing categories in our tablet industry revenue analysis.

Apple Net Hires per Five-Year Block (thousands)Net change in headcount by fiscal-year block, in thousands.

Data:

Derived from Apple Inc. headcount, revenue and net income filings, compiled by BusinessStats.

Note:

Per-employee and indexed figures are calculated from reported data, in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

The block view also makes clear that Apple is no longer in a phase of explosive workforce expansion. After the enormous intake of the early 2010s, each subsequent period has added fewer net employees, even as revenue and profit have continued to climb. This is the signature of a company that has shifted from building scale to optimising it, extracting more output from a workforce that grows only gradually rather than in great leaps. Optimisation, rather than expansion, now defines how Apple manages its people.

Snapshots

The Journey in Milestones

Taking a snapshot of Apple headcount every five years compresses the whole journey into a handful of milestones. The workforce stood at about 14,800 in fiscal 2005, roughly 46,600 in fiscal 2010, around 110,000 in fiscal 2015, about 147,000 in fiscal 2020, and 166,000 in fiscal 2025. Each leap between

snapshots marks a different stage of Apple growth, from a mid-sized technology firm to one of the world largest and most valuable companies. Each milestone marks a different Apple, larger and more global than the one before it.

The snapshots reveal how front-loaded Apple growth was. The biggest proportional jumps came in the earliest intervals, when the company more than tripled its workforce between 2005 and 2010 and more than doubled it again by 2015. The later intervals show smaller increases, the natural slowing of a maturing giant, a pattern that recurs across the technology hardware categories tracked in our worldwide wearable shipments analysis.

Apple Headcount at Five-Year Snapshots (thousands)Full-time equivalent employees at five-year intervals, in thousands.

Data:

Apple Inc. annual reports (Form 10-K), Human Capital disclosures, compiled by BusinessStats.

Note:

Full-time equivalent employees as of each fiscal year-end in late September. Figures are rounded as reported by Apple.Switch views with the toolbar. All figures are reported actuals.

Read together, the milestones tell a story of a company that built its enormous workforce mostly in a single decade and has grown it only gradually since. The 166,000 people who worked at Apple in fiscal 2025 represent the accumulated result of twenty years of expansion, but the pace of that expansion has clearly slowed, leaving Apple with a large but carefully managed team that it now grows with evident caution. The workforce, like the company itself, has entered a more mature and measured phase.

166KFY2025 EmployeesAll-time record. 11xWorkforce GrowthSince fiscal 2005. $2.5MRevenue / EmployeeAmong tech highest. -3KFY2023 ChangeFirst decline in years.

Across two decades, the number of Apple employees has grown from about 14,800 to a record 166,000, an elevenfold rise that traces the company transformation into a global powerhouse. Yet the more revealing story lies in what each of those employees produces. Revenue per worker has climbed to roughly 2.5 million dollars and profit per worker to about 675,000 dollars, while the headcount needed for each billion dollars of sales has more than halved. Apple has grown its workforce, but it has grown its output far faster. That single fact, more than the headline headcount, captures what makes Apple workforce so unusual.

The harder question is how Apple workforce evolves from here. With productivity already extraordinarily high and growth in headcount now deliberately modest, the company faces a balance between investing in new areas, from artificial intelligence to new hardware, and preserving the lean efficiency that defines it. Apple has also pledged enormous new investment in its home market, which may lift hiring in the years ahead. However the numbers move, the size and productivity of Apple workforce will remain one of the clearest windows into how this singular company really works. For now, a lean and highly productive team remains central to the Apple story. It is a team whose remarkable output, far more than its size, is what truly sets the company apart.

FAQ

Frequently Asked Questions: Apple Employees

Apple employed approximately 166,000 full-time equivalent employees as of the end of fiscal 2025, on 27 September 2025, an all-time record. This was up about 1.2 percent, or roughly 2,000 people, from 164,000 in fiscal 2024. The figure counts permanent staff across retail, operations, engineering and corporate functions worldwide.

Apple full-time equivalent workforce has grown roughly elevenfold, from about 14,800 employees in fiscal 2005 to about 166,000 in fiscal 2025. The growth was fastest in the iPhone era of the late 2000s and early 2010s, then slowed as the company matured, with a brief decline in fiscal 2023 before reaching a new record.

Apple headcount fell about 1.8 percent in fiscal 2023, by roughly 3,000 people, the first decline in many years. The reduction came as Apple slowed hiring during a broad technology-sector pullback, when many large firms cut costs. Unlike some peers, Apple avoided large-scale layoffs and the contraction was modest, with headcount recovering to a record by fiscal 2025.

In fiscal 2025, Apple generated about 2.5 million U.S. dollars of revenue per full-time equivalent employee, dividing roughly 416 billion dollars of revenue across about 166,000 staff. This is among the highest revenue-per-employee figures of any major company and has risen steadily from about 0.94 million dollars in fiscal 2005.

Apple runs a relatively lean workforce for its size. With about 166,000 employees against more than 400 billion dollars in revenue, it employs far fewer people per dollar of sales than peers such as Amazon, which has well over a million staff, or Microsoft and Alphabet. This efficiency is a defining feature of Apple business model.

During the later Steve Jobs years covered here, fiscal 2005 to 2011, Apple averaged roughly 32,000 full-time equivalent employees. Under Tim Cook, from fiscal 2012 onward, the average has been about 130,000, some four times larger, reflecting a vastly bigger retail network, supply chain and engineering organisation built to support a global business.

Apple net additions have varied widely. In peak years such as fiscal 2008, it added more than ten thousand employees in a single year. In recent years additions have been smaller, just a few thousand annually, and in fiscal 2023 the workforce actually shrank by about 3,000 before returning to growth in fiscal 2024 and 2025.

Yes, but slowly. After a brief decline in fiscal 2023, Apple added a few thousand employees in both fiscal 2024 and fiscal 2025 to reach a record 166,000. The pace is far gentler than the explosive hiring of the iPhone era, reflecting a mature company that now prioritises productivity and selective hiring over rapid expansion.

In fiscal 2025, Apple earned about 675,000 U.S. dollars of net income per full-time equivalent employee, dividing roughly 112 billion dollars of profit across about 166,000 staff. This is a more than sevenfold increase from about 90,000 dollars per employee in fiscal 2005, reflecting both rising profitability and a workforce that has grown more slowly than earnings.

The figures are taken from Apple annual reports filed with the U.S. Securities and Exchange Commission, which disclose full-time equivalent headcount as of each fiscal year-end in late September. Apple reports these numbers in rounded form. Per-employee productivity figures are calculated by dividing reported revenue and net income by the reported headcount.

Sources

Apple Inc. - Investor Relations - Primary source for Apple annual results and disclosures.

Apple Inc. SEC filings, Form 10-K (fiscal 2005-2025), Human Capital disclosures - Used for full-time equivalent employee counts.

Headcount figures are full-time equivalent employees as of each fiscal year-end in late September, as reported by Apple in rounded form. The latest reported figure is fiscal 2025; fiscal 2026 is not yet reported. Revenue and net income per employee are calculated from reported data. Not investment advice.

STATISTICS REPORT

Apple net income worldwide FY 2005-2025

Updated Jun 16, 2026 · businesstats.com/apples-net-income-since-2005

$112B FY2025 RECORD	**~27%** FY2025 MARGIN	**$99.8B** FY2022
~$1T CUMULATIVE	**84x** 20-YR GROWTH	**+19%** FY2025 YOY

Overview

Net income of Apple from financial year 2005 to 2025

Revenue tells you how much a company sells; net income tells you how much it actually keeps. For Apple, that bottom-line number has grown from about 1.3 billion U.S. dollars in fiscal 2005 to a record 112 billion in fiscal 2025, an increase of roughly eighty-four times in two decades. Few companies in history have ever earned as much profit as Apple does today. This report tracks Apple net income worldwide, year by year, from fiscal 2005 to fiscal 2025. Few financial trajectories in modern business are as steep, or as closely watched, as this one.

Apple reports on a fiscal year that ends in late September, so fiscal 2025 closed on 27 September 2025. The figures here are taken from Apple annual reports and measure net income, the profit left after all costs, operating expenses, interest and taxes. They sit alongside the top-line story told in our Apple revenue by operating segment analysis, which breaks the same business down by region rather than by profit. Together the two views show both where Apple sells and how much of those sales it ultimately keeps.

Apple Net Income, Fiscal 2005-2025 ($B)Net income by fiscal year, in billion U.S. dollars.

Data:

Apple Inc. annual reports (Form 10-K), compiled by BusinessStats.

Note:

Net income in U.S. dollars by fiscal year, which ends in late September. Fiscal 2008 is shown on the restated basis used in later filings.Switch views with the toolbar. All figures are reported actuals.

The trajectory is not a smooth line. Apple net income surged during the early iPhone years, plateaued in the mid-2010s, exploded during the pandemic, and dipped briefly in fiscal 2024 because of a one-time tax charge before reaching a new record in fiscal 2025. Each turn reflects a specific chapter in the company history, from the launch of the iPhone to the rise of Services and the maturing of its hardware business.

What makes Apple profit story remarkable is not just its size but its consistency. The company has remained enormously profitable through product transitions, leadership changes and economic shocks, turning a growing share of every sales dollar into profit. That durability is what underpins its position among the most valuable companies on earth, a context explored in our Apple total revenue analysis of the sales that generate these profits. Profit, more than revenue, is the truest measure of a company financial health, and on that measure Apple has few equals.

Annual Data Table

Apple Net Income, Revenue and Margin, FY2005-2025

Apple Net Income, Revenue and Net Income Margin, Fiscal 2005-2025Click any column to sort

FISCAL YEAR	NET INCOME ($B)	REVENUE ($B)	NET MARGIN
FY2005	$1.3	$13.9	9.5%
FY2006	$2.0	$19.3	10.3%
FY2007	$3.5	$24.6	14.2%
FY2008	$6.1	$37.5	16.3%
FY2009	$8.2	$42.9	19.2%
FY2010	$14.0	$65.2	21.5%
FY2011	$25.9	$108.2	23.9%
FY2012	$41.7	$156.5	26.7%
FY2013	$37.0	$170.9	21.7%
FY2014	$39.5	$182.8	21.6%
FY2015	$53.4	$233.7	22.8%
FY2016	$45.7	$215.6	21.2%

FY2017	$48.4	$229.2	21.1%
FY2018	$59.5	$265.6	22.4%
FY2019	$55.3	$260.2	21.2%
FY2020	$57.4	$274.5	20.9%
FY2021	$94.7	$365.8	25.9%
FY2022	$99.8	$394.3	25.3%
FY2023	$97.0	$383.3	25.3%
FY2024	$93.7	$391.0	24.0%
FY2025	$112.0	$416.2	26.9%

The table shows Apple net income for every fiscal year from 2005 to 2025, alongside total revenue and the resulting net income margin. The profit figures climbed steeply through the iPhone era, paused around 37 to 40 billion dollars in fiscal 2013 and 2014, and then accelerated again. The margin column reveals how efficiently Apple converts sales into profit, rising from under 10 percent in 2005 to nearly 27 percent in 2025. Sorting any column shows how each measure has moved over the period. The three columns together tell a single story of a business that grew larger and, at the same time, steadily more profitable.

Year-over-Year

The Surges and the Setbacks

Apple net income has grown dramatically over twenty years, but rarely in a straight line. The standout years are the explosive ones: fiscal 2012 saw profit jump about 61 percent as the iPhone scaled, and fiscal 2021 delivered a similar 65 percent surge as pandemic demand and a booming Services business lifted earnings. These leaps came in waves rather than steadily, tied to specific product and demand cycles. When a new iPhone or growth engine lands, profit can leap by tens of percent in a single year.

The down years are just as revealing. Net income fell about 11 percent in fiscal 2013 as margins compressed ahead of larger-screen iPhones, dipped again in fiscal 2016 during Apple first revenue decline, and slipped about 3 percent in fiscal 2024 because of a one-time income tax charge tied to a European tax ruling. Apart from those years, growth has been the norm, a resilience that stands out even among the giants tracked in our big tech revenue comparison analysis.

Apple Net Income, Year-over-Year Growth (%)Annual change in net income, in percent.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

The pattern of big surges and occasional dips is characteristic of a company whose fortunes ride on product cycles. A breakthrough iPhone or a new growth engine like Services can lift profit sharply, while a quiet product year or a one-time charge can pull it back. For investors, the key is the trend across cycles, which points firmly upward, rather than any single year read in isolation. Viewed that way, Apple earnings have proved among the most dependable in the entire technology sector.

Net Margin

Turning Sales into Profit

Net income margin, the share of revenue that becomes profit, is where Apple quietly separates itself from most of the technology industry. In fiscal 2005 Apple kept under ten cents of every revenue dollar as profit. By fiscal 2012 that had climbed past 26 cents, and after a dip in the mid-2010s it returned to nearly 27 percent in fiscal 2025, among the highest margins of any large hardware company. Most hardware makers operate on thin single-digit margins, which makes Apple performance all the more striking.

This rising margin reflects a deliberate shift in Apple business. High-margin Services revenue, from the App Store, iCloud, Apple Music and more, has grown into a vast business that earns far more profit per dollar than hardware. Premium pricing and a loyal customer base do the rest. The result is a profit engine that helps explain why Apple sits at the top of our most valuable companies ranking, where margins as much as revenue drive valuation. A high, durable margin is one of the most prized traits a large company can have.

Apple Net Income Margin, Fiscal 2005-2025 (%)Net income as a share of total net sales, in percent.

Data:

Derived from Apple Inc. net income and net sales, compiled by BusinessStats.

Note:

Net income margin is net income divided by total net sales, in percent.Switch views with the toolbar. All figures are reported actuals.

Margin matters because it multiplies. A company earning 27 percent on hundreds of billions in revenue generates far more profit than one earning ten percent on the same sales. Apple ability to hold a high margin even as it has grown to enormous scale is unusual, since most companies see margins erode as they get bigger. That combination of scale and profitability is the financial signature of modern Apple. It is also the quiet reason the company can fund vast buybacks, dividends and research without strain.

Profit vs Revenue

How the Gap Widened

Placing net income next to revenue shows how the two have moved together, and how the gap between them, the profit, has widened. Revenue grew from about 14 billion dollars in fiscal 2005 to roughly 416 billion in fiscal 2025, while net income grew even faster in percentage terms, from 1.3 billion to 112 billion. Profit has grown not just with sales but faster than them, thanks to rising margins. In other words, every new wave of revenue has tended to drop a larger share to the bottom line than the wave before it.

The widening wedge between the two lines is the story of Apple maturing into a profit machine. In the early years a large share of revenue was consumed by costs; today a far larger share drops to the bottom line. This is the financial expression of the same scale and pricing power that lets Apple dominate the premium end of the market described in our internet and platform companies revenue analysis of the world largest digital businesses.

Apple Net Income vs Revenue, FY2005-2025 ($B)Net income and total revenue by fiscal year, in billion U.S. dollars.

Data:

Apple Inc. annual reports (Form 10-K), compiled by BusinessStats.

Note:

Net income in U.S. dollars by fiscal year, which ends in late September. Fiscal 2008 is shown on the restated basis used in later filings.Switch views with the toolbar. All figures are reported actuals.

Comparing the two measures also guards against a common misreading. Fiscal 2024 is the clearest example: revenue rose to a record, yet net income fell, purely because of a one-time tax charge. Without

looking at both lines together, the dip in profit might wrongly suggest a weakening business, when in fact the underlying operation was stronger than ever, as fiscal 2025 promptly confirmed. The lesson is that revenue and profit can diverge in any given year, and both deserve a look before drawing conclusions.

Cumulative

Close to a Trillion in Profit

Adding up every year of profit since fiscal 2005 produces a staggering figure: Apple has earned close to one trillion U.S. dollars in cumulative net income over the period. Most of that was generated in just the last decade, as the cumulative line bends sharply upward from the mid-2010s onward. The early years, though formative, contributed only a small fraction of the total. The shape of the curve makes clear that Apple greatest earning power has arrived in the most recent stretch of its history.

The cumulative view captures the sheer financial firepower Apple has built. Close to a trillion dollars of retained earning power has funded enormous share buybacks, dividends, research and a cash pile that rivals the reserves of nations. It is the accumulated result of two It is the accumulated result of fully two decades of profit, and it dwarfs the lifetime earnings of all but a handful of companies, including many of the platforms in our worldwide smartphone market revenue analysis.

Apple Cumulative Net Income Since FY2005 ($B)Running total of net income, in billion U.S. dollars.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

Cumulative profit also reframes how recent Apple dominance really is. The curve shows that the company earned more in the single period from fiscal 2021 to fiscal 2025 than in all the years before it combined. Apple is often thought of as a long-established giant, but the vast majority of its lifetime profit has been earned remarkably recently, a reminder of how quickly its scale has compounded. For a company founded in the 1970s, the speed of that recent accumulation is genuinely without precedent. It is the financial story of a generation, compressed into just two decades.

Leadership Eras

Jobs and Cook by the Numbers

Splitting the two decades by leadership tells its own story. During the later Steve Jobs years covered here, fiscal 2005 through fiscal 2011, Apple averaged under nine billion dollars of net income a year as the iPhone was still scaling. Under Tim Cook, from fiscal 2012 onward, the average has been roughly 67 billion a year, reflecting both a vastly larger business and the rise of Services. The gap between the two averages is one of the starkest illustrations of how much Apple changed over the period.

The contrast is not a verdict on either leader so much as a measure of how the business changed. Jobs built the products that created the profit engine; Cook scaled and monetised it, expanding margins, growing Services and returning enormous sums to shareholders. The profit acceleration under Cook mirrors the broader smartphone-era boom charted in our smartphone market share by vendor analysis, which Apple has led at the premium end. The shift also coincided with Apple turning its huge user base into a recurring revenue stream.

Average Annual Net Income by Leadership Era ($B)Average net income per fiscal year, by era, in billion U.S. dollars.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

By the simple measure of average annual profit, the Cook era has been roughly seven to eight times more lucrative than the late Jobs years shown here. That reflects the compounding of an installed base now numbering well over two billion active devices, each a doorway to high-margin Services revenue. The leadership comparison, in the end, is really a story about the power of scale built on a loyal customer base. Each new device sold widens that base, and each user becomes a long-term source of high-margin Services revenue.

Five-Year Blocks

Each Era Out-Earns the Last

Grouping the years into five-year blocks shows how each era of Apple has out-earned the last. The fiscal 2005 to 2009 block produced only about 21 billion dollars of total profit. The next block roughly multiplied that, and so did the ones after, until the most recent period from fiscal 2020 onward generated more than half a trillion dollars in net income on its own. That single block earned more than Apple had made in its entire history up to that point.

Each block represents a different Apple. The first was a company still proving the iPhone; the second rode its global expansion; the third consolidated dominance; and the most recent has been defined by pandemic-era demand and the maturing of Services. The steady step-up in profit from block to block is one of the most consistent patterns in modern corporate history, and it underwrites the optimism around Apple push into the markets covered in our artificial intelligence statistics overview.

Apple Net Income by Five-Year Period ($B)Total net income by fiscal-year block, in billion U.S. dollars.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

The five-year view also makes the acceleration tangible. Profit did not merely grow; it grew by larger and larger absolute amounts with each period. That kind of widening, where each era adds more than the last, is the mathematical fingerprint of a business compounding at scale, and it explains why Apple cumulative earnings have reached the trillion-dollar neighbourhood so quickly. Few companies have ever shown such a clean, repeated pattern of each era decisively out-earning the one before.

Years Ranked

The Most Profitable Years

Ranking the individual years by net income puts the recent surge in perspective. The top of the table is dominated entirely by the most recent years: fiscal 2025 leads at 112 billion dollars, followed by fiscal 2022, 2023 and 2021, all near or above 95 billion. Not a single year before fiscal 2021 cracks the upper ranks, underlining how concentrated Apple peak earnings are in the present. The company is, by this measure,

earning more now than at any point in its nearly fifty-year history.

This ranking shows that Apple is, in profit terms, a fundamentally recent phenomenon at its current scale. The years that built the brand, the early iPhone era, generated profits that look modest beside today figures. The clustering of record years in the 2020s reflects the combined force of hardware, Services and an installed base that keeps expanding, much like the device categories in our tablet industry revenue analysis have layered onto the iPhone. Together those layers have pushed annual profit to heights the early Apple could scarcely have imagined.

Apple Most Profitable Years by Net Income ($B)Top fiscal years ranked by net income, in billion U.S. dollars.

Data:

Apple Inc. annual reports (Form 10-K), compiled by BusinessStats.

Note:

Net income in U.S. dollars by fiscal year, which ends in late September. Fiscal 2008 is shown on the restated basis used in later filings.Switch views with the toolbar. All figures are reported actuals.

The presence of fiscal 2024 lower down the ranking, despite record revenue that year, is a useful footnote. Its one-time tax charge pushed reported profit below several earlier years, a reminder that net income can be moved by accounting and tax events as well as by underlying performance. Read together, the ranking confirms that Apple most profitable years are, overwhelmingly, its most recent ones. That concentration of record years in the 2020s is the clearest sign that Apple remains in its most profitable phase yet.

Indexed Growth

Eighty-Four Times the Profit

Indexing net income to fiscal 2005 equals 100 turns two decades of growth into a single dramatic line. By fiscal 2025 the index reaches roughly 8,400, meaning Apple earned about eighty-four times as much profit as it did at the start of the period. No major rival has compounded its bottom line at anything close to this rate over the same span. An index of roughly 8,400 compresses an entire era of growth into one striking number.

The indexed line strips away the absolute numbers and shows the pure power of compounding. The steepest climbs come in the early iPhone years, when the base was small, and again in the early 2020s,

when the absolute gains were enormous. Between them sits the mid-2010s plateau, visible as a flatter stretch in the line, echoing the kind of category maturation seen in our worldwide wearable shipments analysis.

Apple Net Income, Indexed (FY2005 = 100)Net income indexed to fiscal 2005 = 100. Higher means faster cumulative growth.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

An eighty-four-fold increase in profit over twenty years is extraordinary for a company that was already large and well known in 2005. It reflects not a single breakthrough but a series of them, layered on top of one another: the iPhone, the App Store, wearables, Services and global expansion. The index is, in effect, a compressed history of how Apple turned a strong business into the most profitable consumer-technology company in the world.

Profit Added

How Much Each Year Added

Looking at how many dollars of profit Apple added or lost each year highlights the lumpiness behind the smooth long-term trend. The biggest single-year gains came in fiscal 2021, when net income rose by more than 37 billion dollars in one year, and fiscal 2012, when it jumped by about 16 billion. These were transformative years rather than typical ones. In each case a new demand wave lifted profit by an amount that would be a strong year for most companies.

The chart also shows the rare years when profit went backwards. Fiscal 2013, 2016 and 2024 each saw net income decline, by a few billion dollars apiece, for reasons ranging from margin pressure to a revenue dip to a one-time tax charge. Yet even the largest annual declines look small against the scale of the gains, a contrast that holds across emerging hardware categories like those in our VR headset market revenue analysis.

Apple Net Income, Annual Change ($B)Year-over-year change in net income, in billion U.S. dollars.

Data:

Derived from Apple Inc. net income filings, compiled by BusinessStats.

Note:

Growth rates, cumulative totals, era averages and indexed values are calculated from reported net income.Switch views with the toolbar. All figures are reported actuals.

The year-by-year changes underline a simple truth about Apple: its profit grows in bursts. Long stretches of steady gains are punctuated by occasional leaps and rarer stumbles, and the leaps have grown larger over time as the business has scaled. Adding tens of billions of dollars of profit in a single year, as Apple now can, is a feat almost no other company on earth can match. The ability to add that much profit in a year is itself a measure of how large Apple has become. Such sums would headline the annual report of almost any other firm on earth.

$112BFY2025 Net IncomeAll-time record. ~27%FY2025 Net MarginNear its peak. ~$1TCumulative ProfitSince fiscal 2005. 84xProfit GrowthFY2005 to FY2025.

Across two decades, Apple net income tells a story of extraordinary and accelerating profitability. From about 1.3 billion dollars in fiscal 2005 to a record 112 billion in fiscal 2025, the company has multiplied its profit roughly eighty-four times, lifted its margin from single digits to nearly 27 percent, and accumulated close to a trillion dollars in total earnings. The path ran through the iPhone boom, a mid-decade plateau, a pandemic surge and a one-off tax dip, through leadership change and global upheaval, ending at an all-time high. It is a two-decade arc that few companies have ever traced, from solid profitability to historic dominance.

The harder question is whether Apple can keep compounding from such a high base. Growth in absolute profit gets mathematically tougher as the numbers climb, and future gains will likely depend on Services, emerging markets and new product categories rather than the iPhone alone. For now, though, Apple stands as one of the most profitable enterprises in history, and its net income remains the clearest single measure of just how much value the company has created. For two decades that single line has charted the rise of the most profitable name in consumer technology.

FAQ

Frequently Asked Questions: Apple Net Income

Apple net income for fiscal 2025, which ended on 27 September 2025, was 112.01 billion U.S. dollars, an all-time record and about 19.5 percent higher than the prior year. It was driven by record revenue of 416 billion dollars and a net income margin of nearly 27 percent, helped by the high-margin Services business.

Since fiscal 2005, Apple has earned close to one trillion U.S. dollars in cumulative net income. The large majority of that profit was generated in the most recent decade, with the period from fiscal 2021 to fiscal 2025 alone accounting for more total profit than all the earlier years combined.

Apple net income fell about 3 percent in fiscal 2024, to 93.7 billion dollars, even though revenue rose to a record. The decline was caused by a one-time income tax charge of roughly 10 billion dollars tied to a European court ruling on past taxes. Apple pre-tax income actually increased that year, and profit rebounded to a record in fiscal 2025.

Apple net income margin, the share of revenue it keeps as profit, was nearly 27 percent in fiscal 2025. The margin has risen sharply over two decades, from under 10 percent in fiscal 2005, driven by premium pricing and the growth of high-margin Services such as the App Store, iCloud and Apple Music.

Apple net income has grown roughly eighty-four times since fiscal 2005, from about 1.3 billion U.S. dollars to 112 billion in fiscal 2025. The growth came in waves: a surge during the early iPhone years, a plateau around 37 to 40 billion in the mid-2010s, and an explosion during and after the pandemic.

During the later Steve Jobs years covered here, fiscal 2005 to 2011, Apple averaged under 9 billion U.S. dollars of net income a year. Under Tim Cook, from fiscal 2012 onward, the average has been roughly 67 billion a year, about seven to eight times higher, reflecting a far larger business and the rise of Services.

Fiscal 2025 was Apple most profitable year ever, with net income of 112.01 billion U.S. dollars. The next most profitable years were fiscal 2022 at 99.8 billion, fiscal 2023 at 97.0 billion and fiscal 2021 at 94.7 billion. All of Apple highest-earning years have occurred in the 2020s.

Apple is among the most profitable companies in the world and has frequently ranked as the single most profitable, with net income above 90 billion U.S. dollars in recent years. A few energy and financial firms occasionally report higher profits in unusual years, but among technology companies Apple profitability is exceptional and consistent.

In fiscal 2025 Apple turned 416 billion U.S. dollars of revenue into 112 billion of net income, keeping nearly 27 cents of every dollar as profit. Over two decades, net income has grown even faster than revenue in

percentage terms, because Apple margins have risen as high-margin Services have become a larger part of the business.

The net income figures are taken from Apple annual reports filed with the U.S. Securities and Exchange Commission, in U.S. dollars by fiscal year. Fiscal 2008 is shown on the restated basis used in Apple later filings after a 2010 revenue-recognition change. Margins are calculated from reported net income and net sales.

Sources

Apple Inc. - Investor Relations - Primary source for Apple net income and annual results.

Apple Inc. SEC filings, Form 10-K (fiscal 2005-2025) - Used for reported annual net income, revenue and earnings.

Net income figures are reported actuals from Apple annual reports, in U.S. dollars by fiscal year. Fiscal 2008 is shown on the restated basis adopted after a 2010 revenue-recognition change. Net income margin is calculated as net income divided by total net sales. Not investment advice.

STATISTICS REPORT

Apple revenue quarterly FY 2005-2026

Updated Jun 15, 2026 · businesstats.com/apples-global-revenue-since-1st-quarter-2005

$143.8B RECORD QUARTER	**$111.2B** Q2 FY2026	**+17%** Q2 YOY GROWTH
$416B FY2025 REVENUE	**~$4.5T** TOTAL SINCE 05	**$3.5B** Q1 FY2005

Overview

Apple's revenue worldwide from fiscal 1st quarter 2005 to 2nd quarter 2026

Few companies have a revenue story like Apple's. From a quarterly turnover of about 3.5 billion U.S. dollars in the final months of 2004, the start of its 2005 fiscal year, Apple grew into a business reporting more than 143 billion dollars in a single quarter by late 2025. This report tracks Apple's worldwide revenue quarter by quarter, from fiscal Q1 2005 through fiscal Q2 2026, charting the iPod era, the iPhone explosion, and the services-driven giant the company has become. It is one of the most remarkable growth records in corporate history, and the quarterly detail shows exactly how each phase unfolded.

A word on Apple's calendar is essential. Apple's fiscal year ends in late September, so its fiscal first quarter covers October to December, the all-important holiday season, and is consistently its largest. Fiscal Q2 covers January to March, Q3 April to June, and Q4 July to September. The figures here, drawn from Apple's quarterly filings with the U.S. Securities and Exchange Commission, are in U.S. dollars and reflect total net sales. For a very different corner of the device world, see our VR headset market revenue analysis.

Apple Quarterly Revenue, FY2005-2026 ($B)Net sales, billion U.S. dollars, by fiscal quarter.

Data:

Apple Inc. quarterly SEC filings (10-Q, 10-K, 8-K), compiled by BusinessStats.

Note:

Apple fiscal quarters; fiscal Q1 covers October to December. Figures in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

A note on the data is useful. These figures cover Apple's total worldwide revenue, quarter by quarter, from fiscal Q1 2005 through fiscal Q2 2026, and are taken from the company's reported results. Because Apple's quarters are highly seasonal, with the holiday quarter dwarfing the rest, the quarter-to-quarter line is deliberately jagged; the underlying growth is far clearer in the annual and trailing-twelve-month views that follow. All figures are actual reported results, not forecasts or estimates.

What makes Apple's revenue history so striking is not just its scale but its repeated reinvention. The company has ridden a succession of products, the iPod, the iPhone, the iPad, the Apple Watch and AirPods, and most recently a vast services business, each arriving in time to power the next leg of growth. Today Apple is among the largest companies in the world by revenue, a position set against its peers in our big tech revenue comparison analysis. The quarterly curve that follows shows every step of that climb.

Annual Data Table

Apple Annual Revenue, Fiscal 2005-2025

Apple Annual Revenue, Fiscal 2005-2025 ($B). Fiscal 2026 first half: $254.9B.Click any column to sort

FISCAL YEAR	REVENUE	YOY GROWTH
FY2005	$13.9 B	-
FY2006	$19.3 B	+38.6%
FY2007	$24.0 B	+24.3%
FY2008	$32.5 B	+35.3%
FY2009	$36.5 B	+12.5%
FY2010	$65.2 B	+78.5%
FY2011	$108.2 B	+66.0%
FY2012	$156.5 B	+44.6%
FY2013	$170.9 B	+9.2%
FY2014	$182.8 B	+7.0%
FY2015	$233.7 B	+27.9%
FY2016	$215.6 B	-7.7%

FY2017	$229.2 B	+6.3%
FY2018	$265.6 B	+15.9%
FY2019	$260.2 B	-2.0%
FY2020	$274.5 B	+5.5%
FY2021	$365.8 B	+33.3%
FY2022	$394.3 B	+7.8%
FY2023	$383.3 B	-2.8%
FY2024	$391.0 B	+2.0%
FY2025	$416.2 B	+6.4%

The table lists Apple's revenue for every fiscal quarter from Q1 2005 to Q2 2026, alongside year-over-year growth against the same quarter a year earlier, which strips out Apple's strong seasonality. The early rows show a company turning over a few billion dollars a quarter; the later rows show holiday quarters exceeding 140 billion. Sorting the growth column reveals the explosive iPhone years of the early 2010s, the pandemic-era surge, and the more recent record-breaking holiday quarters that have lifted Apple to fresh highs.

The Annual Trend

Two Decades of Growth

Collapsing the quarters into fiscal years removes the seasonal noise and reveals the underlying trajectory. Apple's annual revenue rose from under 14 billion dollars in fiscal 2005 to a record 416 billion in fiscal 2025, roughly a thirtyfold increase. The steepest gains came between 2010 and 2015, as the iPhone scaled globally, and again in 2021, when pandemic demand and a 5G iPhone cycle drove a huge jump. Recent years have grown more slowly but from a vastly larger base.

The annual view makes Apple's growth phases clear. The iPod and early iPhone years built the foundation, the iPhone boom of the 2010s transformed Apple into the world's most valuable company, and the period since 2016 has been defined by a steadier hardware business augmented by fast-growing services. The iPhone remains the single biggest driver, a dominance rooted in the premium smartphone market examined in our worldwide smartphone market revenue analysis.

Apple Annual Revenue, Fiscal 2005-2025 ($B)Net sales, billion U.S. dollars, by fiscal year.

Data:

Apple Inc. quarterly SEC filings (10-Q, 10-K, 8-K), compiled by BusinessStats.

Note:

Apple fiscal quarters; fiscal Q1 covers October to December. Figures in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

It is worth noting how unusual sustained growth at this scale is. Doubling revenue is hard for any large company; Apple has effectively done so several times over from an already substantial base. The dip in fiscal 2016, after the huge iPhone 6 cycle, and the softer years of 2019 and 2023 show that even Apple is not immune to product cycles and macroeconomic pressure. Yet each pause has been followed by renewed growth, most recently the record fiscal 2025 and the standout opening quarters of fiscal 2026. Few companies in history have sustained growth at this scale for so long, and the annual view makes plain how the iPhone, and later services, repeatedly reset expectations for how large a hardware-driven business could become.

Annual Growth

Year-over-Year Growth Rates

Plotting year-over-year growth for each quarter, measured against the same quarter a year earlier, captures Apple's momentum without seasonal distortion. The chart is dominated by the explosive iPhone years around 2011 and 2012, when several quarters grew by more than 50 percent. Growth then became more cyclical, swinging with each iPhone launch, dipping into negative territory in parts of 2016, 2019 and 2023, and surging again during the pandemic and in the most recent fiscal 2026 quarters.

These swings reflect Apple's reliance on product cycles. A strong new iPhone or a new category can lift growth sharply, while a quieter year or tough comparisons can push it negative, even as the absolute revenue base keeps climbing. The recent reacceleration, with fiscal 2026's opening quarters growing at double-digit rates, has been linked partly to demand for new devices and the steady expansion of services and emerging technologies traced in our artificial intelligence worldwide statistics overview.

Year-over-Year Quarterly Revenue Growth (%)Each quarter versus the same quarter a year earlier.

Data:

Derived from Apple Inc. quarterly SEC filings, compiled by BusinessStats.

Note:

Growth, averages and cumulative totals are calculated from reported quarterly revenue.Switch views with the toolbar. All figures are reported actuals.

The growth chart also shows how maturity changes the rhythm. In the early years, almost every quarter posted rapid gains as Apple expanded into new markets and categories. As the company grew enormous, growth became lumpier, with big jumps in launch quarters and flat or negative stretches in between. The long-run trend, however, remains firmly upward, a rare feat for a company already generating hundreds of billions of dollars in annual revenue.

$4.5 Trillion Total

4.5 Trillion Dollars and Counting

Adding up every quarter since fiscal 2005 reveals the staggering scale of Apple's business: roughly 4.5 trillion U.S. dollars in cumulative revenue between fiscal Q1 2005 and fiscal Q2 2026. From a company turning over a few billion dollars a quarter, Apple has generated trillions in little more than two decades, an accumulation few enterprises in history can match. The cumulative line climbs ever more steeply as quarterly revenue grows, a vivid picture of compounding scale.

This cumulative total underlines why Apple sits among the most valuable companies on earth. Trillions in revenue have funded enormous research and development, vast share buybacks and a cash pile that rivals the reserves of nations, helping cement Apple's place near the top of the rankings in our biggest companies by market value overview. The figure also frames the sheer momentum behind the company: each recent fiscal year now adds around 400 billion dollars to the running total.

Cumulative Apple Revenue Since FY2005 ($B)Running total of net sales, billion U.S. dollars.

Data:

Derived from Apple Inc. quarterly SEC filings, compiled by BusinessStats.

Note:

Growth, averages and cumulative totals are calculated from reported quarterly revenue.Switch views with the toolbar. All figures are reported actuals.

The cumulative view also reframes how individual records should be read. A single recent holiday quarter now generates more revenue than Apple earned in several entire early fiscal years combined. That compression of scale, where one quarter eclipses years of past sales, captures how dramatically the company has grown. It also explains why even modest percentage growth today translates into tens of billions of additional dollars, sums that would have been transformative in Apple's earlier history. Viewed this way, the cumulative line is less a statistic than a record of how a single company turned a steady stream of quarterly sales into one of the largest pools of revenue ever assembled by a consumer business.

Revenue by Era

Revenue by Era

Grouping the quarters into eras captures Apple's transformation. The early era, fiscal 2005 to 2009, averaged only a few billion dollars a quarter, a business still built around the Mac and the iPod with the iPhone just emerging. The iPhone-boom era, fiscal 2010 to 2017, averaged far more as the smartphone scaled worldwide. The services era, fiscal 2018 to 2026, averages around ninety billion dollars a quarter, reflecting a mature hardware giant with a large and growing services arm.

The era averages show that Apple did not simply grow, it changed in kind. The early era was a fast-growing but still mid-sized technology company. The iPhone-boom era turned it into the defining consumer-electronics business of its generation. The services era represents today's Apple: a company whose hardware sales are enormous but increasingly complemented by recurring, high-margin services revenue, a pattern echoed across the broader device market covered in our global PC shipments analysis.

Average Quarterly Revenue by Era ($B)Average quarterly net sales within each era (billion U.S. dollars).

Data:

Derived from Apple Inc. quarterly SEC filings, compiled by BusinessStats.

Note:

Growth, averages and cumulative totals are calculated from reported quarterly revenue.Switch views with the toolbar. All figures are reported actuals.

What the era averages cannot fully convey is how the center of gravity shifted within Apple's revenue. The early eras were dominated by the Mac and iPod; the boom era was overwhelmingly about the iPhone; and the latest era is increasingly shaped by services, wearables and a more diversified mix. This evolution has made Apple's revenue both larger and somewhat more resilient, less dependent on any single product

launch than it was at the height of the iPhone boom. Yet even now the iPhone remains the largest single driver of those quarterly totals, anchoring a business that has nonetheless grown far broader than any one device.

Revenue by Product

Where the Revenue Comes From

Breaking the most recent fiscal year down by segment shows where Apple's revenue comes from today. In fiscal 2025, the iPhone alone generated around 210 billion dollars, just over half of all revenue, underlining how central the smartphone remains. Services, spanning the App Store, iCloud, Apple Music, advertising and more, contributed over 109 billion dollars, now comfortably Apple's second-largest segment. The Mac, iPad and the wearables, home and accessories category made up the remainder.

The rise of Services is the most important structural change in Apple's revenue mix. Once a rounding error, Services now generates more than 100 billion dollars a year at high margins, smoothing the seasonality and cyclicality of hardware sales. The wearables segment, built around the Apple Watch and AirPods, became a significant business in its own right, as charted in our worldwide wearable shipments analysis. Together these have made Apple less reliant on the iPhone than it was a decade ago, though the phone still anchors everything.

Apple Revenue by Product, Fiscal 2025 ($B)Net sales by segment, fiscal 2025 (billion U.S. dollars).

Data:

Apple Inc. fiscal 2025 segment disclosures, compiled by BusinessStats.

Note:

Segment figures are rounded; iPhone and Services are the two largest segments.Switch views with the toolbar. All figures are reported actuals.

The segment mix also shapes how investors value Apple. Hardware revenue, though vast, is cyclical and lower-margin, while Services revenue is recurring and highly profitable, which is why its growth attracts particular attention. The iPhone's continued dominance means Apple's fortunes still rise and fall with each phone cycle, but the expanding Services and wearables segments give it additional engines of growth, even as the iPad holds a steady place in the lineup, as explored in our tablet industry revenue analysis.

Holiday Quarter

The Holiday Quarter Spike

Isolating the holiday quarter, Apple's fiscal first quarter covering October to December, shows the seasonal engine of the business. This single quarter has grown from about 3.5 billion dollars in fiscal 2005 to a record 143.8 billion in fiscal 2026, as holiday demand for new iPhones, Macs and accessories peaks. The holiday quarter alone now generates more revenue than Apple earned in any full fiscal year before 2010, a striking measure of the company's growth.

The holiday quarter's dominance explains much of Apple's seasonality. Because so much of the year's iPhone demand lands in the December quarter, Apple's revenue spikes sharply at the turn of each calendar year and recedes through the spring and summer. This rhythm is so pronounced that comparing any quarter to the one before it can mislead; the meaningful comparison is always year over year, a pattern familiar from the quarterly shipment data in our quarterly smartphone shipments analysis.

Holiday Quarter (Fiscal Q1) Revenue ($B)Fiscal first-quarter net sales by year (billion U.S. dollars).

Data:

Apple Inc. quarterly SEC filings (10-Q, 10-K, 8-K), compiled by BusinessStats.

Note:

Apple fiscal quarters; fiscal Q1 covers October to December. Figures in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

Each record holiday quarter also serves as a barometer of Apple's health. The steady climb from a few billion dollars to well over a hundred billion in the December quarter tracks the company's expansion from a niche computer maker to a global consumer-technology giant. The most recent holiday quarters, setting all-time revenue records, suggest that even at enormous scale Apple can still find new demand, whether from new iPhone models, growing services or expanding markets. The holiday quarter also concentrates investor attention, since its scale can swing Apple's full-year result and set the tone for the year that follows, making it the single most closely watched period on the company's calendar.

Seasonality

A Strongly Seasonal Business

Averaging revenue by fiscal quarter across the years lays the seasonality bare. The fiscal first quarter, the holiday period, averages far more than any other, followed by the March quarter, with the June and

September quarters typically the smallest before the next product cycle begins. This consistent shape reflects the timing of Apple's iPhone launches, which usually arrive in September, loading demand into the following holiday quarter.

Understanding this seasonal pattern is essential to reading Apple's results correctly. A sequential decline from the holiday quarter to the spring is normal and expected, not a sign of weakness, while a strong holiday quarter sets the tone for the fiscal year. The pattern also shapes how Apple manages its supply chain and marketing, concentrating its biggest launches around the period that drives the most revenue, a discipline that mirrors the vendor strategies in our smartphone market share by vendor analysis.

Average Revenue by Fiscal Quarter ($B)Average net sales by fiscal quarter across all years (billion U.S. dollars).

Data:

Derived from Apple Inc. quarterly SEC filings, compiled by BusinessStats.

Note:

Growth, averages and cumulative totals are calculated from reported quarterly revenue.Switch views with the toolbar. All figures are reported actuals.

The seasonality has softened slightly as Services, which are less seasonal than hardware, have grown. Recurring revenue from subscriptions and the App Store flows in more evenly across the year, gently smoothing the peaks and troughs of device sales. Even so, the holiday quarter remains overwhelmingly Apple's largest, and the company's annual rhythm continues to revolve around the launch of new iPhones and the demand they generate through the winter.

Milestone Quarters

The Arc in Five Quarters

A handful of milestone quarters trace Apple's entire arc. Fiscal Q1 2005 brought in about 3.5 billion dollars. By fiscal Q1 2012, the holiday quarter had passed 46 billion as the iPhone scaled. Fiscal Q1 2015 reached almost 75 billion on the strength of the iPhone 6, and fiscal Q1 2021 became Apple's first quarter above 100 billion dollars. The records kept falling, with fiscal Q1 2025 at 124 billion and fiscal Q1 2026 at a peak of 143.8 billion.

What stands out across these milestones is the accelerating pace of records. It took Apple decades to reach its first few billion-dollar quarters, but only a few years to leap from 50 billion to 100 billion and beyond. Each milestone marks not just a larger number but a new phase of scale, with the company repeatedly setting all-time quarterly revenue records as recently as fiscal 2026. The jump from the iPhone era to today has been extraordinary by any measure.

Revenue at Milestone Quarters ($B)Selected milestone quarters (billion U.S. dollars).

Data:

Apple Inc. quarterly SEC filings (10-Q, 10-K, 8-K), compiled by BusinessStats.

Note:

Apple fiscal quarters; fiscal Q1 covers October to December. Figures in U.S. dollars.Switch views with the toolbar. All figures are reported actuals.

These milestone quarters also serve as benchmarks for just how large Apple has become. A single 143.8 billion dollar quarter exceeds the full-year revenue of all but a handful of companies worldwide. The progression from a few billion to well over a hundred billion in a quarter, achieved in about two decades, illustrates a rate and scale of growth that has few parallels in business history, and helps explain Apple's position among the most valuable enterprises ever created. Each of these milestone quarters marked a moment when Apple visibly outgrew its earlier self, and together they trace the steps by which a once mid-sized computer maker became one of the defining businesses of the modern era.

Trailing 12-Month

The Smoothed Trend

Because Apple's quarters are so seasonal, the clearest view of its underlying trajectory is the trailing twelve-month figure, the sum of the most recent four quarters. Plotting this rolling total smooths out the holiday spikes and reveals a remarkably steady upward climb, from under 14 billion dollars in the mid-2000s to more than 450 billion by early 2026. The line rises in steps that correspond to each major product cycle rather than the jagged peaks of the quarterly data.

The trailing-twelve-month view is how many analysts prefer to track Apple, precisely because it filters out seasonality and shows the genuine growth trend. It highlights the plateaus, such as the mid-2010s and 2019, and the surges, such as the pandemic period and the recent fiscal 2026 acceleration, more clearly than either the quarterly or annual charts alone. By early 2026, Apple's trailing-twelve-month revenue of

around 451 billion dollars marked a fresh all-time high for the company.

Trailing 12-Month Revenue ($B)Sum of the last four quarters at each point (billion U.S. dollars).

Data:

Derived from Apple Inc. quarterly SEC filings, compiled by BusinessStats.

Note:

Growth, averages and cumulative totals are calculated from reported quarterly revenue.Switch views with the toolbar. All figures are reported actuals.

Ultimately, the trailing-twelve-month line is the truest single picture of Apple's revenue: a long, steady ascent punctuated by the occasional pause, from a mid-sized technology company in 2005 to a 450-billion-dollar colossus two decades later. For anyone tracking the scale of modern technology businesses, Apple's smoothed revenue curve is among the most impressive on record, a fitting summary of a company that has redefined what size a consumer-technology firm can reach. Because it smooths away the seasonal swings, the trailing measure is often the fairest way to judge momentum, showing whether the underlying business is still expanding even when a single quarter looks soft beside the holiday peak.

$143.8BRecord QuarterQ1 fiscal 2026. $416BFY2025 RevenueAll-time high. ~$4.5TTotal Since '05Cumulative. ~50%iPhone ShareOf fiscal 2025.

Taken together, the quarterly data tells the full story of Apple's rise, from a business turning over about 3.5 billion dollars in the December quarter of 2004 to one generating a record 143.8 billion in the same quarter twenty-one years later. Annual revenue grew roughly thirtyfold to 416 billion dollars in fiscal 2025, the iPhone still provides about half of sales, and Services has grown into a business worth more than 100 billion dollars a year. Across the full period, Apple accumulated some 4.5 trillion dollars in revenue.

Yet the more important shift is structural. Apple has evolved from a hardware company driven by single product launches into a more diversified giant with a vast, recurring services business layered on top of the world's most profitable smartphone franchise. The questions ahead are whether new categories can power the next leg of growth and how far services can expand. The wider value this revenue supports is examined in our internet companies revenue overview. Either way, Apple's quarterly revenue history stands as one of the defining business records of the modern era, a near-uninterrupted ascent from a few billion dollars a quarter to more than a hundred billion, quarter after quarter. For analysts and investors alike, the quarterly record assembled here is the clearest lens on that transformation, and it remains the foundation for any view of where Apple goes next as it pushes deeper into services, wearables and new computing

platforms.

FAQ

Frequently Asked Questions: Apple Revenue

Apple reported a record 416 billion U.S. dollars in revenue for fiscal 2025, and 143.8 billion in its fiscal first quarter of 2026 alone, its largest quarter ever. Apple's revenue has grown from under 14 billion dollars in fiscal 2005, roughly a thirtyfold increase. The figures come from Apple's filings with the U.S. Securities and Exchange Commission.

Apple's fiscal first quarter, covering October to December, is consistently its biggest because it captures holiday demand for new iPhones, Macs and accessories. Apple's largest quarter on record was fiscal Q1 2026, ended December 2025, with 143.8 billion U.S. dollars in revenue, up 16 percent year over year and an all-time high.

Apple's revenue is highly seasonal because its fiscal year ends in late September and new iPhones typically launch in September. That loads demand into the following holiday quarter, fiscal Q1, which is far larger than the spring and summer quarters. For this reason, Apple's results are best compared year over year rather than quarter to quarter.

Apple's fiscal year ends on the last Saturday of September. Its fiscal first quarter runs October to December, the second January to March, the third April to June, and the fourth July to September. So fiscal Q1 2005 actually covers the final months of calendar 2004, which is why fiscal-year figures can look shifted relative to the calendar.

In fiscal 2025, the iPhone generated around 210 billion U.S. dollars, just over half of Apple's total revenue of 416 billion. The iPhone has been Apple's largest segment since around 2012 and remains the central driver of its results, though Services and wearables have grown into substantial businesses that reduce Apple's reliance on the phone.

Apple's Services segment, which includes the App Store, iCloud, Apple Music, Apple TV+, advertising and AppleCare, generated more than 109 billion U.S. dollars in fiscal 2025, making it Apple's second-largest segment after the iPhone. Services has grown rapidly from a small base and is prized by investors for its high margins and recurring, less seasonal revenue.

Apple first exceeded 100 billion U.S. dollars of revenue in a single quarter in its fiscal first quarter of 2021, the holiday period ended December 2020, reaching about 111 billion dollars. It was driven by strong demand

for the 5G iPhone 12 and pandemic-era spending. Holiday quarters have remained above 100 billion dollars every year since.

Apple's annual revenue has grown roughly thirtyfold, from about 13.9 billion U.S. dollars in fiscal 2005 to a record 416 billion in fiscal 2025. Measured by quarter, revenue rose from around 3.5 billion dollars in fiscal Q1 2005 to 143.8 billion in fiscal Q1 2026. Cumulatively, Apple has generated roughly 4.5 trillion dollars over the period.

Yes. After slower years in 2019 and 2023, Apple returned to strong growth, reporting record revenue of 416 billion U.S. dollars in fiscal 2025 and double-digit year-over-year growth in its opening fiscal 2026 quarters, including a record 143.8 billion dollar holiday quarter. Growth is driven by the iPhone, expanding Services and new product cycles.

The figures are taken from Apple Inc.'s quarterly and annual filings with the U.S. Securities and Exchange Commission, including its 10-Q, 10-K and 8-K reports, in U.S. dollars. They cover total worldwide net sales by fiscal quarter from fiscal Q1 2005 through fiscal Q2 2026. All figures are reported actuals, not estimates or forecasts.

Sources

Apple Inc. - Investor Relations, Quarterly Earnings - Primary source for Apple quarterly net sales.

Apple Inc. SEC filings, Form 10-Q and 10-K (fiscal 2005-2026) - Used for quarterly and annual net sales and segment data.

Apple quarterly earnings releases - Used for the latest fiscal 2026 quarters and recent segment splits.

Revenue figures are reported actuals from Apple quarterly filings, in U.S. dollars, covering fiscal Q1 2005 through fiscal Q2 2026. Fiscal 2008 and 2009 are shown on the originally reported basis. Recent product splits are approximate. Not investment advice.

STATISTICS REPORT

Apple Vision Pro accessories price list in the United States 2026

Updated Jun 18, 2026 · businesstats.com/apple-vision-pro-accessories-price-list

$499 APPLECARE+ 2YR	$199 TRAVEL CASE	$99–149 ZEISS LENSES
$99 EACH BAND	$19 CHEAPEST	~$1,200 FULL KIT

Overview

Apple Vision Pro accessories price list in the United States in 2026

The Apple Vision Pro starts at 3,499 dollars, but the headset is only the beginning of the cost. A range of official accessories, from head bands and optical lenses to a travel case and extended warranty, carry their own prices. This report is a full price list of Apple Vision Pro accessories in the United States in 2026, ranking every official add-on by cost and grouping them so buyers can see exactly what each extra adds. The goal is a single, clear reference for what it really costs to equip a Vision Pro. Every price here is an official US list price, not a third-party estimate. That makes the list a reliable starting point for any budget. Buyers can trust the numbers without hunting for them. Each one comes straight from the official store.

The accessories span a wide range, from a 19-dollar polishing cloth to a 499-dollar AppleCare+ plan. The headset price itself, by storage size, is covered in our Apple Vision Pro price list analysis; this report focuses purely on the accessories that sit around it. Together, the official Apple, ZEISS and Belkin add-ons form a catalogue worth well over 1,600 dollars if bought in full. No single buyer would purchase all of them, but the list shows the full scope of what is available. The catalogue is broad enough to cover comfort, vision, power, protection and repair. Few consumer devices come with so long an official accessory list. The breadth itself signals how much the headset expects of its owner. Owning a Vision Pro is a long-term commitment.

Apple Vision Pro Accessory Price List, US 2026 ($)US list price of every official Vision Pro accessory.

Data:

Apple Vision Pro accessory US prices, compiled by BusinessStats from Apple, ZEISS and Belkin.

Note:

Prices are US list prices as of June 2026, in U.S. dollars before tax. AppleCare+ is shown as the 2-year plan. The headset itself is sold separately from 3,499 dollars and is not counted as an accessory here.Switch views with the toolbar.

Few buyers need every accessory. Most choose a handful, a travel case, a pair of optical inserts, perhaps AppleCare+, which is why the typical real spend on accessories lands somewhere between a few hundred and a thousand dollars. Still, the price list matters, because the accessories are where the true cost of living with a Vision Pro quietly climbs above the advertised headline.

A note on scope. All prices are US list prices, before sales tax, as of June 2026. They come from Apple, from ZEISS (the optical-insert maker) and from Belkin (the battery holder). The headset, sold separately from 3,499 dollars, is not counted as an accessory. Prices in other countries differ once local taxes and currency are applied. The US list price is the cleanest baseline for comparison. Local taxes and currency only push the figures higher elsewhere. US buyers see the lowest of these prices. Everywhere else, the same kit costs more. Currency and tax both work against overseas buyers.

Price Data Table

Apple Vision Pro Accessory Prices, United States 2026

Apple Vision Pro Accessory US List Prices and Category, 2026Click any column to sort

ACCESSORY	US PRICE	CATEGORY
AppleCare+ (2-year)	$499	AppleCare+
Travel Case	$199	Protection
Battery Pack	$199	Power
Light Seal	$199	Comfort & fit
ZEISS Prescription	$149	Vision
Solo Knit Band	$99	Comfort & fit

Dual Loop Band	$99	Comfort & fit
ZEISS Readers	$99	Vision
Belkin Battery Holder	$50	Power
30W Power Adapter	$39	Power
Light Seal Cushion	$29	Comfort & fit
Polishing Cloth	$19	Protection

The table lists every official Apple Vision Pro accessory with its US list price and category. The prices run from 19 dollars to 499 dollars, with most clustered between 99 and 199 dollars. Sorting the price column shows how the catalogue splits into a few expensive items, AppleCare+ and the larger hardware, and a long tail of smaller add-ons under 100 dollars.

By Category

Where the Money Goes

Grouping the accessories by purpose shows where the money goes. The biggest single category is AppleCare+, the extended warranty, at 499 dollars on its own. After that come comfort and fit items, the head bands and light seals, which together total over 400 dollars across the catalogue, then power accessories, vision inserts and protection.

The comfort and fit group, the Solo Knit Band, Dual Loop Band, Light Seal and Light Seal Cushion, reflects how much of the Vision Pro experience depends on a good physical fit. The power group, built around the 199-dollar battery, keeps the headset running, since its built-in battery lasts only around two hours, a constraint explored in our Apple Vision Pro shipments analysis.

Vision Pro Accessory Spend by Category ($)Total catalogue cost grouped by accessory purpose.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

Vision accessories, the ZEISS optical inserts, are essential for the many buyers who wear glasses, since the Vision Pro cannot be worn over spectacles. Protection, chiefly the 199-dollar travel case, rounds out the catalogue. Seen by category, the accessories are less a random list than a set of practical needs, comfort, power, vision, protection and warranty, each carrying its own price. Viewed this way, the accessory list reads as a map of what the Vision Pro demands of its owner. Comfort, sight, power and protection each come at a price. Together they define the real cost of ownership. The headset price alone never tells the whole story.

AppleCare+

The Priciest Add-On

AppleCare+ is the single most expensive Vision Pro accessory, at 499 dollars for two years of coverage, or 24.99 dollars a month. It buys unlimited repairs for accidental damage and express replacement service, but each accidental-damage repair still carries a 299-dollar deductible on top of the plan price. For a delicate, face-worn device, many buyers consider it close to essential. The plan is the single largest accessory line on any Vision Pro order. At 499 dollars it costs more than two head bands and a travel case combined. No other single accessory comes close. AppleCare+ dominates the upper end of the list.

Comparing the payment options, the flat two-year plan at 499 dollars is cheaper than paying 24.99 dollars a month, which reaches roughly 600 dollars over the same 24 months. The monthly route only makes sense for buyers who want to keep their options open or spread the cost. For anyone planning to keep the headset two years, the upfront plan is the better value. The monthly option mainly suits those unsure how long they will keep the device. For committed owners, paying once is plainly cheaper. The saving is small but real over two years. Over the life of the device it adds up.

AppleCare+ Cost: Monthly vs 2-Year Plan ($)Cumulative cost of paying monthly versus the flat 2-year plan.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend

far less than the full catalogue total.Switch views with the toolbar.

The economics of AppleCare+ reflect the high cost of repairing the Vision Pro. With a 299-dollar deductible per incident, the plan pays for itself after a single serious accident, given that out-of-warranty repairs can run far higher. The high price of the warranty is itself a signal of how expensive the underlying hardware is to fix, a theme that runs through Apple high-end product margins in our The cost of repair is a hidden tax on owning premium hardware, a factor visible in our Apple net income analysis.

Bands & Fit

Comfort Accessories

Comfort accessories are among the most commonly bought add-ons. The Vision Pro ships with one band, but the alternate band, the Solo Knit Band or the Dual Loop Band depending on which came in the box, costs 99 dollars. Many owners buy the second style to vary the fit between the single-band comfort of the Solo Knit and the extra support of the Dual Loop. Having both on hand lets owners match the band to the task. The choice of band noticeably changes the comfort of a long session.

The Light Seal, the part that blocks outside light and shapes the fit against the face, costs 199 dollars as a replacement, with the foam Light Seal Cushion a further 29 dollars. Because the Light Seal is matched to a buyer face scan and, where needed, to optical inserts, replacing it is more involved than swapping a simple strap, which is reflected in its higher price. The Light Seal is one of the few comfort parts that cannot simply be clipped on and off. Its fit is tied to the buyer face scan and any optical inserts.

Vision Pro Comfort & Fit Accessory Prices ($)Prices of bands, Light Seal and cushion.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

Together, the comfort and fit accessories can add up quickly: a spare band, a replacement Light Seal and a cushion total over 320 dollars. For a device worn directly on the face for long sessions, these fit components are not luxuries but practical necessities, and their prices reflect the precision engineering

Apple builds into the parts that touch the user. Comfort, on a face-worn device, is not a luxury but a requirement. A poor fit makes even a 3,499-dollar headset unpleasant to wear.

ZEISS Lenses

Vision Inserts

For the many buyers who wear glasses, ZEISS Optical Inserts are not optional but essential, since the Vision Pro is not designed to be worn over spectacles. The inserts attach magnetically inside the headset. Reader lenses, for those who only need magnification, cost 99 dollars, while custom prescription inserts cost 149 dollars and require a valid US prescription. For glasses-wearers, one of these two options is effectively mandatory. Without inserts, the headset simply cannot be used clearly.

The 50-dollar gap between readers and prescription inserts reflects the custom grinding each prescription pair requires. For most glasses-wearers, the 149-dollar prescription inserts are the only way to use the Vision Pro comfortably, effectively making them a mandatory part of the purchase rather than a true accessory, an expense as fundamental to the experience as the iPhone is to Apple in our Apple iPhone revenue analysis.

Vision Pro ZEISS Optical Insert Prices ($)Reader versus prescription optical insert prices.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

Apple notes that ZEISS prescription inserts may be reimbursable under US health spending accounts, which can soften their cost. Even so, for the substantial share of buyers who need vision correction, the inserts add 99 or 149 dollars to the real price of the headset, one of the clearest examples of how Vision Pro accessories turn a 3,499-dollar device into a more expensive purchase.

Power

Battery Accessories

The Vision Pro relies on an external battery pack, and power accessories form their own price group. A spare or replacement Battery Pack costs 199 dollars, a significant sum that reflects how central the battery is to a headset whose internal power lasts only about two hours. Buyers who want all-day use often keep a second battery on hand. The battery is the accessory most tied to how the headset is actually used. Heavy users feel its 199-dollar cost more than any other add-on. A spare battery is the most repeatable accessory expense.

Smaller power add-ons fill out the group. The Belkin Battery Holder, which clips the battery to a belt or pocket for easier mobile use, costs about 50 dollars, while a spare 30-watt USB-C power adapter is around 39 dollars. These lower-cost items make the battery more practical to carry, addressing one of the most-criticised aspects of the Vision Pro design. The tethered battery remains the headset most-discussed practical compromise. Its accessories exist largely to soften that compromise. The holder and adapter make the battery easier to live with.

Vision Pro Power Accessory Prices ($)Prices of the battery pack, holder and power adapter.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

The power accessories highlight a real limitation: a premium headset tethered to an external battery that lasts only a couple of hours. The 199-dollar cost of a spare battery, in particular, is a recurring expense for heavy users, adding to the ownership cost in a way that competing all-in-one headsets, tracked in our VR headset market revenue analysis, largely avoid.

Essential Bundle

What Most Buyers Add

Most buyers settle on a small essential bundle rather than the full catalogue. For a typical owner, that means three items: the 199-dollar travel case to carry the headset safely, the 149-dollar prescription inserts

to see clearly, and the 499-dollar AppleCare+ plan to protect a fragile and expensive device. Together these come to roughly 847 dollars. This is the figure most prospective buyers should plan around. It reflects what owners actually buy, not the full catalogue.

This essential bundle nearly doubles the practical cost of the cheaper accessories and adds close to a quarter to the 3,499-dollar base price. It is the realistic floor of accessory spending for a glasses-wearing buyer who wants protection, rather than the bare minimum. Buyers who skip AppleCare+ or the case spend less, but accept more risk.

Vision Pro Essential Accessory Bundle ($)The accessories a typical buyer actually adds.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

The essential bundle is the clearest answer to the question of what Vision Pro accessories really cost in practice. Not the full 1,600-dollar catalogue, nor zero, but somewhere around 800 to 900 dollars for the items most owners genuinely use. It is this bundle, more than any single price, that defines the true accessory cost of the headset.

Vs Headset

Accessories in Proportion

Set against the 3,499-dollar headset, the accessories range from a rounding error to a meaningful share. A minimal buyer who adds only prescription inserts spends 149 dollars, about four percent of the headset price. A typical buyer with the essential bundle spends around 847 dollars, nearly a quarter of the base price.

A buyer who wants the full practical kit, case, spare battery, prescription inserts, AppleCare+, a spare band and the Belkin holder, spends well over 1,200 dollars on accessories alone, more than a third of the headset price. At that point the accessories cost as much as an entire entry iPad, a comparison drawn out in our The full kit rivals the price of a separate device, as shown in our Apple iPad revenue analysis.

Vision Pro Accessory Spend vs Headset Price ($)Accessory kits compared with the 3,499-dollar headset.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

This comparison frames the accessories in proportion. They are not trivial: a fully-equipped Vision Pro buyer can spend more on add-ons than the entire price of many other Apple products. Yet against a 3,499-dollar headset, even the full accessory kit adds only a third again to the total, keeping the headset itself firmly the dominant cost, as our Apple Mac revenue analysis shows for configurable devices.

Share of Price

A Third at Most

Expressed as a share of the headset price, the accessories climb in clear steps. The minimal kit of prescription inserts is about four percent of the 3,499-dollar base. The typical essential bundle is roughly 24 percent. The full practical kit reaches around 35 percent of the headset price, a substantial addition by any measure.

These percentages put the accessory cost in perspective. Even at the high end, accessories add about a third to the headset price, meaning the headset remains the overwhelming majority of any Vision Pro purchase. The accessories matter, but they scale the total by a fraction rather than transforming it, unlike the headset itself which dominates every configuration.

Accessories as a Share of the Headset Price (%)Accessory spend as a percent of the 3,499-dollar base.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend

far less than the full catalogue total.Switch views with the toolbar.

The rising share also shows how accessory spending is a choice. A disciplined buyer can keep accessories to a few percent of the total, while an all-in owner pushes them past a third. This flexibility is part of why the real cost of a Vision Pro varies so widely between owners, even though the headset price is fixed, a pattern echoed across Apple lineup in our Apple revenue by segment analysis.

Total Kit

From 3,499 to 4,600

Tracing the cumulative cost from the bare headset through the accessories shows the full kit assembling step by step. Starting at 3,499 dollars, adding the travel case brings the total to 3,698, prescription inserts to 3,847, a spare battery to 4,046, AppleCare+ to 4,545, and a spare band to 4,644 dollars, more than 1,100 dollars above the headline price.

Each step in this buildup is individually modest next to the base cost, but together they transform the total. The progression from 3,499 to over 4,600 dollars happens in increments that each feel small, a pattern that makes the full kit cost easy to underestimate at the point of purchase. The accessories quietly add more than a thousand dollars.

How the Vision Pro Kit Cost Builds Up ($)Cumulative cost from the headset through the accessories.

Data:

Derived from Apple Vision Pro accessory US list prices, compiled by BusinessStats.

Note:

Category totals, bundles, percentages and cumulative kit costs are calculated from Apple, ZEISS and Belkin US list prices as of June 2026, before tax. Buyers choose only the accessories they need, so most spend far less than the full catalogue total.Switch views with the toolbar.

This cumulative view captures the essential lesson of the Vision Pro accessory price list: the 3,499-dollar headline is a floor, not a ceiling. For buyers who want the full practical kit, the real cost climbs well past 4,500 dollars, reinforcing the Vision Pro standing as one of the most expensive consumer setups Apple sells, a position set in context by our biggest companies by market value analysis.

$499AppleCare+Priciest add-on. $99-149ZEISS LensesReaders to Rx. ~$847Essential KitCase, lens, care. ~$1,200Full KitAll add-ons.

The Apple Vision Pro accessories price list tells a clear story. The official add-ons run from a 19-dollar polishing cloth to a 499-dollar AppleCare+ plan, with the full catalogue worth over 1,600 dollars. Most buyers spend far less, settling on an essential bundle, travel case, optical inserts and AppleCare+, of roughly 800 to 900 dollars, while a fully-equipped owner can spend more than 1,200 dollars on accessories alone.

Seen together, the accessories reveal the true cost of living with a Vision Pro. The 3,499-dollar headset is only the start; the case, the lenses, the power and the warranty each add their own price, lifting a typical real cost toward 4,300 dollars and a full kit beyond 4,600. For a device already at the top of Apple range, the accessory price list is the final piece in understanding why the Vision Pro remains a purchase for the committed, a place it holds within the wider Apple business tracked in our Apple total revenue and big tech revenue analyses.

FAQ

Frequently Asked Questions: Apple Vision Pro Accessories

As of June 2026, official Apple Vision Pro accessories in the United States range from a 19-dollar polishing cloth to a 499-dollar AppleCare+ plan. Key prices: travel case 199 dollars, battery pack 199 dollars, Light Seal 199 dollars, ZEISS prescription inserts 149 dollars, ZEISS readers 99 dollars, Solo Knit and Dual Loop bands 99 dollars each, Belkin battery holder about 50 dollars, and Light Seal Cushion 29 dollars. The full catalogue totals over 1,600 dollars.

AppleCare+ for the Apple Vision Pro costs 499 dollars for two years of coverage, or 24.99 dollars a month. It includes unlimited repairs for accidental damage and express replacement service, but each accidental-damage repair carries a 299-dollar deductible on top of the plan price. The flat 499-dollar plan is cheaper than paying monthly, which reaches about 600 dollars over two years.

ZEISS Optical Inserts cost 99 dollars for reader lenses (for those who only need magnification) and 149 dollars for custom prescription lenses, which require a valid US prescription. They attach magnetically inside the headset and are essential for glasses-wearers, since the Vision Pro is not designed to be worn over spectacles. Apple notes the prescription inserts may be reimbursable under US health spending accounts.

The Apple Vision Pro ships with a Light Seal and Light Seal Cushion, one head band (the Solo Knit Band or Dual Loop Band), the battery pack, a cover, a 30-watt USB-C power adapter and cable, and a polishing cloth. Accessories such as the travel case, the alternate band, spare batteries, ZEISS optical

inserts and AppleCare+ are sold separately.

The Apple Vision Pro Travel Case costs 199 dollars in the United States. It is a fabric case with a retractable handle and specially designed compartments for the headset, battery, ZEISS optical inserts, cover and other accessories. It is sold separately from the headset, which has drawn some criticism given the Vision Pro already starts at 3,499 dollars.

It depends on which accessories a buyer chooses. A minimal buyer adding only prescription inserts spends about 149 dollars on accessories. A typical buyer with the essential bundle (travel case, prescription inserts and AppleCare+) spends around 847 dollars, bringing the real cost to roughly 4,346 dollars. A buyer who wants the full practical kit can spend over 1,200 dollars on accessories, pushing the total past 4,600 dollars.

A spare or replacement Apple Vision Pro Battery Pack costs 199 dollars in the United States. Because the headset relies on an external battery that lasts only about two hours, many owners buy a second battery for longer sessions. A Belkin Battery Holder, which clips the battery to a belt or pocket, costs about 50 dollars.

The Apple Vision Pro Solo Knit Band and Dual Loop Band each cost 99 dollars. The headset ships with one of the two; many owners buy the other to vary the fit. The Light Seal, which shapes the fit against the face, costs 199 dollars as a replacement, and the foam Light Seal Cushion is 29 dollars.

It depends on the buyer. Glasses-wearers effectively must buy ZEISS prescription inserts at 149 dollars to use the headset at all. AppleCare+ at 499 dollars is widely recommended given the high repair cost of a fragile, face-worn device. The travel case, spare bands and extra batteries are more discretionary. Most buyers settle on an essential bundle of around 800 to 900 dollars rather than the full catalogue.

The most expensive official Apple Vision Pro accessory is AppleCare+ at 499 dollars for two years. After that come the travel case, battery pack and Light Seal at 199 dollars each, then the ZEISS prescription inserts at 149 dollars. The cheapest official accessory is the polishing cloth at around 19 dollars. The full catalogue, bought in its entirety, totals over 1,600 dollars.

Sources

Apple - Vision Pro Accessories - Source for official Apple Vision Pro accessory US prices.

Apple, ZEISS and Belkin US online stores - Used for AppleCare+, ZEISS optical insert and Belkin battery holder prices as of June 2026.

Prices are US list prices before sales tax, as of June 2026. Key prices: AppleCare+ 499 dollars for two years, travel case 199, battery pack 199, Light Seal 199, ZEISS prescription inserts 149, ZEISS readers 99, Solo Knit and Dual Loop bands 99 each, Belkin battery holder about 50, Light Seal Cushion 29, polishing cloth about 19. The headset is sold separately from 3,499 dollars. Category totals and kit costs are illustrative. Not purchasing advice.

STATISTICS REPORT

Apple Vision Pro price comparison in the United States 2026, by storage size

Updated Jun 17, 2026 · businesstats.com/apple-vision-pro-price-list

$3,499 256GB BASE	$3,699 512GB	$3,899 1TB TOP
$200 PER STEP	~$5,000 FULLY LOADED	7x OF A QUEST 3

Overview

Apple Vision Pro price comparison in the United States in 2026, by storage size

The Apple Vision Pro is Apple most expensive consumer product, and like every Apple device it comes in a choice of storage sizes, each at a higher price. This report compares the Apple Vision Pro prices in the United States in 2026 by storage size, from the 256-gigabyte base model to the 1-terabyte top tier, and sets those prices in context against accessories, the total cost of ownership, and rival headsets. The aim is to show not just the sticker price of each model, but the full economic picture a buyer faces. Price, value and total cost all matter, and they do not always point the same way. A smart buyer weighs all three before deciding. No single number captures the whole cost of a Vision Pro. The headline price tells only part of the story. Accessories, AppleCare and storage all add to the final bill. Each line item nudges the total a little higher, and together they add up quickly to a significant sum.

The headline figures are stark. As of June 2026, the Vision Pro starts at 3,499 dollars for the 256-gigabyte model, rises to 3,699 dollars for 512 gigabytes, and tops out at 3,899 dollars for 1 terabyte. Apple kept these prices unchanged when it refreshed the headset with the M5 chip in late 2025, a product whose modest sales are tracked in our Apple Vision Pro shipments analysis.

Apple Vision Pro US Price by Storage Size, 2026 ($)US list price of each Vision Pro storage tier.

Data:

Apple Vision Pro US prices by storage size, compiled by BusinessStats from Apple.

Note:

Prices are US manufacturer suggested retail prices as of June 2026, for the M5 Vision Pro, in U.S. dollars, before tax. Apple kept the launch prices unchanged through the October 2025 M5 refresh.Switch views with the toolbar.

The 400-dollar spread between the cheapest and most expensive Vision Pro is, in proportional terms, small: just over eleven percent separates the base model from the top tier. This narrow band reflects how the headset cost is dominated by its displays, chips and sensors, not its storage, so that moving up the storage ladder adds relatively little to an already very high price. The storage choice, in other words, is a footnote to a much larger spending decision. The big decision is whether to buy at all, not which tier to pick. Once that hurdle is cleared, the storage step is almost trivial. Few who spend 3,499 dollars will agonise over another 400. The base decision dwarfs every choice that follows it. By comparison, the storage tiers are almost incidental. The headset itself accounts for nearly all the spend.

A note on scope. All prices here are US manufacturer suggested retail prices, before sales tax, as of June 2026, for the M5 generation of the Vision Pro. Prices in other countries differ, often substantially, once local taxes and import duties are added. The accessory and ownership figures use Apple own US list prices, and are intended to show the full cost of living with a Vision Pro, not just the sticker. A buyer who looks only at the headline price will badly underestimate what owning a Vision Pro actually costs. The list price is the start of the conversation, not the end of it. The true cost reveals itself only after the accessories are added. The headset alone is rarely the whole purchase. Most buyers end up spending well beyond the sticker. The real outlay lands far above 3,499 dollars.

Price Data Table

Apple Vision Pro Prices by Storage, United States 2026

Apple Vision Pro US List Price, Storage Premium and Price per Gigabyte, 2026Click any column to sort

STORAGE	US PRICE	PREMIUM OVER BASE	PRICE PER GB
256GB	$3,499	$0	$13.67
512GB	$3,699	$200	$7.22
1TB	$3,899	$400	$3.81

The table lists the three Vision Pro storage tiers, their US list prices, the premium each carries over the base model, and the effective price per gigabyte. The price column rises in even 200-dollar steps, while the price-per-gigabyte column falls sharply, revealing the counterintuitive truth that the most expensive model is, by one measure, the best value. Sorting the columns makes the storage economics clear. The table rewards a second look, because its most interesting column is the one that falls rather than rises. Value and price move in opposite directions across the tiers. The headset most worth its money is also the most expensive. Value and outlay rise together at the top of the range.

Storage Premium

A Flat 200 Dollars per Step

The premium Apple charges for extra storage follows a simple, predictable pattern. The 512-gigabyte model costs 200 dollars more than the 256-gigabyte base, and the 1-terabyte model costs a further 200 dollars on top of that, 400 dollars more than the base. Each doubling, or near-doubling, of storage costs a flat 200 dollars, regardless of how many gigabytes that step actually adds. The fee is fixed; the value it delivers is not. That mismatch is the whole story of storage pricing.

This flat-step pricing is characteristic of Apple across its product line, from the iPhone to the Mac. The company charges a fixed sum for each storage upgrade rather than pricing strictly by the gigabyte, a structure that tends to make the larger jumps better value. The same logic that governs Vision Pro storage applies to the iPad, as seen in our Apple iPad revenue analysis.

Vision Pro Storage Premium over Base Model ($)Extra cost of each storage tier above the 256GB base.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

In the context of a 3,499-dollar device, these 200-dollar storage steps are almost an afterthought. A buyer who has already decided to spend three and a half thousand dollars on a headset is unlikely to balk at another 200 or 400 dollars for more storage, which is precisely why Apple can price the upgrades as it does. The storage premium is small relative to the base, but close to pure profit for Apple, feeding the margins in our Apple net income analysis.

Price per Gigabyte

The Best-Value Tier

Dividing each model price by its storage capacity reveals a striking pattern in value. The 256-gigabyte base model works out to nearly fourteen dollars per gigabyte, an eye-watering figure, while the 1-terabyte model costs under four dollars per gigabyte. By this measure, the most expensive Vision Pro is by far the cheapest, offering more than three times the storage value of the base model. On paper, the gap in value between the cheapest and most expensive models could hardly be wider. Yet most buyers will never notice, because few need that much storage. The per-gigabyte gap is a curiosity more than a deciding factor.

This apparent paradox arises because the price per gigabyte is dominated by the fixed cost of the headset itself. The 3,499-dollar base price buys a great deal of hardware beyond storage, displays, chips, sensors and cameras, all of which is spread across just 256 gigabytes in the base model, inflating its per-gigabyte cost. Adding storage dilutes that fixed cost across more gigabytes. The more gigabytes Apple bundles in, the cheaper each one looks. It is an accounting effect more than a real saving for most users.

Vision Pro Price per Gigabyte by Tier ($)Total list price divided by storage capacity.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

The lesson for buyers is clear: if storage value is the goal, the larger models are mathematically superior. Of course, most buyers do not need a terabyte of local storage on a headset, so the raw per-gigabyte figure is more a curiosity than a buying guide. Still, it neatly illustrates how fixed hardware costs distort the economics of storage tiers on premium devices. The same effect appears, less starkly, across Apple entire product range. Storage value always improves as you climb the tiers. The pattern is consistent from the iPhone to the Mac to the Vision Pro.

Marginal Cost

Cost of Each Extra Gigabyte

A sharper way to judge storage value is to look at the marginal cost, the price of each additional gigabyte when stepping up a tier. Moving from 256 to 512 gigabytes costs 200 dollars for 256 extra gigabytes, about 78 cents per gigabyte. Moving from 512 gigabytes to 1 terabyte costs the same 200 dollars but adds 512 gigabytes, working out to just 39 cents per gigabyte. The same 200 dollars buys twice as much storage at the top of the range as in the middle. For storage-hungry buyers, the top tier is the obvious pick.

By this marginal measure, the jump from 512 gigabytes to 1 terabyte is the single best-value upgrade in the Vision Pro range, adding twice the storage for the same 200-dollar fee. The step from the base to 512 gigabytes is less efficient, since it adds fewer gigabytes for the same price. The marginal view rewards buyers who commit to the largest jump. Those who go halfway pay more, per gigabyte, than those who go all the way.

Marginal Cost of Storage Upgrades ($ per added GB)Cost per additional gigabyte for each upgrade step.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

This marginal logic is a deliberate feature of Apple pricing, not an accident. By charging a flat fee per step, Apple makes the top tier look like a bargain on a per-gigabyte basis, gently nudging buyers toward the more expensive, higher-margin models. It is a subtle but effective piece of pricing psychology, repeated across Apple entire range of configurable products. It is one of the most reliable patterns in Apple pricing playbook. The flat-step structure quietly steers buyers upward. It is pricing designed to make the upgrade feel reasonable.

Price Breakdown

Headset vs Storage

Breaking each model price into its components, the base headset versus the storage premium, shows just how little of the total is about storage. For every Vision Pro, the first 3,499 dollars pays for the headset itself, with its displays, chips and sensors. Only the remaining 0, 200 or 400 dollars reflects storage, a small

sliver of the total in every case. No matter which model a buyer picks, almost all of the money buys the same thing. The headset, not the storage, is what you are really paying for. Everything else is a rounding error on the base price. The storage tiers barely move the needle on the total.

This composition underlines where the Vision Pro cost really lies. More than ninety percent of even the most expensive model price is the base headset, not storage. The Vision Pro is, fundamentally, a single very expensive piece of hardware offered with minor storage variations, rather than a device whose price scales meaningfully with capacity. The storage tiers are a minor variation on a single, very expensive theme.

Vision Pro Price Breakdown: Headset vs Storage, 1TB Model ($)How the 1TB model price splits between the base headset and the storage upgrade.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

The dominance of the base cost in every tier explains why the storage decision matters so little to the overall outlay. Whichever model a buyer chooses, the vast majority of the money goes to the same underlying headset. This is the opposite of, say, a custom Mac, where storage and memory upgrades can swell the price far above the base, as our Apple Mac revenue analysis reflects in the product mix.

Accessories

The Hidden Costs

The sticker price is only the beginning of the Vision Pro cost. A range of accessories and services, many of them close to essential, add significantly to the total. The Travel Case costs 199 dollars, ZEISS reading-lens inserts cost 99 dollars, and prescription inserts, which glasses-wearers effectively need, cost 149 dollars. An extra battery pack adds around 199 dollars. None of these items is included in the base price, yet several are hard to do without. The practical Vision Pro costs more than the advertised one.

The largest single add-on is AppleCare+, the extended warranty and damage protection, which costs around 499 dollars a year for the Vision Pro, reflecting the high cost of repairing such a delicate and

expensive device. For a headset that sits on the face and is easily scratched or dropped, many buyers consider this protection close to mandatory, pushing the real cost well above the list price. The most expensive single add-on is also among the most commonly chosen.

Apple Vision Pro Accessory and Service Prices ($)US prices of key Vision Pro accessories and AppleCare+.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

Taken together, these accessories and services can add several hundred dollars, even more than a thousand, to the cost of a Vision Pro. For a glasses-wearer who wants the travel case, a spare battery and a year of AppleCare+, the extras alone approach a thousand dollars, turning a 3,499-dollar headset into a purchase comfortably north of 4,000 dollars before any apps or content. The extras are individually small but collectively significant. Added together, they can rival the cost of a whole separate device.

Total Cost

What You Really Pay

Adding up the realistic total cost of ownership reveals how the Vision Pro price climbs in practice. An essentials buyer who takes the base 256-gigabyte model with no extras pays the list 3,499 dollars. A typical buyer who adds prescription inserts, the travel case and a year of AppleCare+ pays closer to 4,350 dollars, several hundred dollars above the headline price. Even a modestly equipped Vision Pro costs noticeably more than its advertised starting figure.

A power user who opts for the 1-terabyte model and adds the travel case, a spare battery, prescription inserts and AppleCare+ can easily approach 5,000 dollars in the first year alone. The gap between the advertised 3,499-dollar starting price and the real cost of a fully-equipped Vision Pro is wide, often more than a thousand dollars once the necessary extras are counted. The advertised price and the real price are separated by a substantial gap.

Vision Pro Total Cost of Ownership by Buyer ($)Estimated first-year cost for different buyer profiles.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

These ownership scenarios show why the Vision Pro true cost is higher than its famous starting price suggests. The 3,499-dollar figure is a floor, not a ceiling, and most buyers will spend meaningfully more. For a product already at the very top of Apple price range, these additional costs reinforce its status as a purchase reserved for the committed, the professional and the well-resourced, a niche akin to the one in our iPad share of Apple revenue analysis.

Vs Apple Lineup

The Priciest Apple Device

Set against the rest of Apple lineup, the Vision Pro price stands in a class of its own. The cheapest Apple Watch starts around 249 dollars, an entry iPad around 349 dollars, and the iPhone around 799 dollars. A MacBook Air starts near 999 dollars, and even a MacBook Pro begins around 1,599 dollars, less than half the Vision Pro starting price. Every mainstream Apple product looks affordable beside the headset.

Only Apple most specialised professional machines, such as the Mac Pro, exceed the Vision Pro in price. Among products aimed at ordinary consumers, the Vision Pro is comfortably the most expensive thing Apple sells, costing several times more than the entry products that drive the volumes in our Apple total revenue analysis, and several times the iPhone that generates the bulk of Apple revenue, as detailed in our Apple iPhone revenue analysis.

Vision Pro vs Apple Product Starting Prices ($)Starting US prices of major Apple products.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

This pricing places the Vision Pro in an unusual position within Apple range. Where most Apple products are priced to reach a broad audience, the Vision Pro is priced like a niche professional tool, which is largely how it has been received. Its position at the top of the price ladder is a constant reminder of how far it sits from the mainstream of Apple business. The Vision Pro is priced for a different kind of buyer entirely.

Vs Rival Headsets

Seven Times the Price

Against rival headsets, the Vision Pro price looks even more extreme. The Meta Quest 3S starts at around 299 dollars and the Quest 3 at around 499 dollars, while Samsung Galaxy XR arrived at roughly 1,799 dollars. At 3,499 dollars, the Vision Pro costs around seven times as much as the most popular Meta headset, a gap that defines the entire market. No other comparison in consumer technology is quite so lopsided on price.

This enormous price gap is the single most important fact about the Vision Pro competitive position. Meta has built a mass market at low prices, while Apple has staked out the ultra-premium end almost alone. The contrast explains why Meta dominates headset volumes while the Vision Pro remains a niche product, a dynamic explored in our VR headset market revenue analysis.

Vision Pro vs Rival Headset Prices ($)Starting US prices of major mixed-reality headsets.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

The price gulf raises the central strategic question for the Vision Pro. To reach a wider audience, Apple would need to bring the price down dramatically, closer to the territory Meta occupies. Whether and when Apple delivers such a cheaper model is the key variable in the headset future, and the single biggest factor that could change the pricing picture, even as Apple towers over rivals in our big tech revenue comparison analysis.

Cost Buildup

From 3,499 to 5,000

Tracing how the cost builds up, from the base headset through storage and accessories, shows the Vision Pro price assembling step by step. Starting at 3,499 dollars, upgrading to 1 terabyte adds 400 dollars, the travel case another 199, a spare battery 199 more, prescription inserts 149, and a year of AppleCare+ a further 499, reaching nearly 5,000 dollars.

Each step in this buildup is individually modest, but together they transform the headline price. The progression from 3,499 dollars to nearly 5,000 happens in increments that each feel small next to the base cost, a pattern that makes the full outlay easy to underestimate at the point of purchase. The final figure is far above the advertised starting price.

How the Vision Pro Cost Builds Up ($)Cumulative cost from base headset through storage and accessories.

Data:

Derived from Apple Vision Pro US list prices, compiled by BusinessStats.

Note:

Per-gigabyte costs, premiums, accessory totals and ownership scenarios are calculated from Apple US list prices as of June 2026, before tax. Accessory prices are Apple US prices.Switch views with the toolbar.

This cost buildup captures the essential truth of Vision Pro pricing: the 3,499-dollar headline is only the foundation. For buyers who want the largest storage, the protection of AppleCare+ and the accessories that make the headset practical, the real cost approaches 5,000 dollars, cementing the Vision Pro status as a genuinely premium purchase, far removed from the mass market Apple usually serves.

$3,499256GB BaseStarting price. $3,8991TB TopJust $400 more. $200Per UpgradeFlat storage step. ~$5,000Fully LoadedReal top cost.

The Apple Vision Pro price comparison by storage size tells a simple story with a few surprising twists. The three models, at 3,499, 3,699 and 3,899 dollars, span just 400 dollars, because storage is a tiny part of the headset cost. Counterintuitively, the most expensive model offers the best value per gigabyte, a quirk of Apple flat-step storage pricing that rewards those who buy big, set against the company scale in our biggest companies by market value analysis.

Yet the storage tiers are almost a sideshow next to the Vision Pro defining feature: its sheer expense. At several times the price of a rival headset and well above any mainstream Apple product, the Vision Pro real cost, once accessories and AppleCare+ are added, approaches 5,000 dollars. The storage comparison is a

useful guide for the committed buyer, but the larger truth is that the Vision Pro, in every configuration, remains one of the most expensive consumer devices on the market, a position that shapes its place in the wider Apple business in our Apple revenue by segment analysis.

FAQ

Frequently Asked Questions: Apple Vision Pro Price

As of June 2026, the Apple Vision Pro costs 3,499 dollars for the 256GB model, 3,699 dollars for 512GB and 3,899 dollars for 1TB in the United States, before sales tax. Apple kept these prices unchanged when it refreshed the headset with the M5 chip in late 2025.

Each storage upgrade costs a flat 200 dollars. The 512GB model is 200 dollars more than the 256GB base, and the 1TB model is 400 dollars more than the base. The full spread between the cheapest and most expensive Vision Pro is just 400 dollars, or a little over 11 percent.

By price per gigabyte, the 1TB model is the best value, at under 4 dollars per gigabyte compared with nearly 14 dollars for the 256GB base. The upgrade from 512GB to 1TB is the most efficient, adding 512GB for the same 200 dollars that the smaller 256GB-to-512GB step costs. Most users, however, do not need a terabyte of local storage.

The Vision Pro price is dominated by its displays, chips, sensors and cameras, not its storage. Storage is a small part of the total cost, so moving up the storage ladder adds relatively little, just 200 dollars per step, to an already very high base price of 3,499 dollars.

The 3,499-dollar starting price is only the beginning. Adding prescription lens inserts, a travel case and a year of AppleCare+ brings a typical buyer closer to 4,350 dollars, while a power user choosing 1TB with all the accessories and AppleCare+ can approach 5,000 dollars in the first year alone.

AppleCare+ for the Vision Pro costs around 499 dollars a year, reflecting the high cost of repairing such a delicate and expensive device. Because the headset sits on the face and is easily scratched or dropped, many buyers consider this protection close to essential, which adds significantly to the real cost of ownership.

The Vision Pro is the most expensive consumer product Apple sells. At 3,499 dollars it costs several times more than an iPhone, around 799 dollars, or a MacBook Air, near 999 dollars, and more than double a MacBook Pro. Only specialised professional machines like the Mac Pro exceed it in price.

The gap is enormous. A Meta Quest 3S starts around 299 dollars and a Quest 3 around 499 dollars, so the 3,499-dollar Vision Pro costs roughly seven times as much as the most popular Meta headset. This price gulf is the single biggest reason Meta dominates headset volumes while the Vision Pro remains niche.

No. When Apple refreshed the Vision Pro with the M5 chip and a new Dual Knit Band in October 2025, it kept the prices unchanged at 3,499 dollars for 256GB, 3,699 for 512GB and 3,899 for 1TB. Apple chose to add features rather than cut the price, leaving the headset firmly in ultra-premium territory.

Apple is widely reported to be working toward a more affordable headset, but as of mid-2026 the Vision Pro remains a 3,499-dollar device. A cheaper model would need to come down dramatically in price, closer to Meta levels, to reach a wider audience. The timing and price of any such model remain uncertain.

Sources

Apple - Buy Vision Pro - Source for Vision Pro storage prices and accessory prices.

Apple US online store and MacRumors reporting - Used for M5 Vision Pro pricing and AppleCare+ costs as of June 2026.

Prices are US manufacturer suggested retail prices before sales tax, as of June 2026, for the M5 Vision Pro. The 256GB model is 3,499 dollars, 512GB is 3,699 and 1TB is 3,899. Apple kept these prices unchanged through the October 2025 M5 refresh. Accessory and total-cost figures use Apple US list prices and are illustrative. Not investment or purchasing advice.

STATISTICS REPORT

Apple Vision Pro shipment forecast worldwide 2024-2028

Updated Jun 17, 2026 · businesstats.com/apple-vision-pro-shipments

390k 2024 LAUNCH	**<100k** 2025	**90%+** FORECAST MISS
~75% ENTERPRISE	**$3,499** LAUNCH PRICE	**~0.5M** CUMULATIVE

Overview

Apple Vision Pro shipment forecast worldwide from 2024 to 2028

When Apple launched the Vision Pro in early 2024, it declared that the era of spatial computing had arrived. Two years on, the picture looks rather different. This report sets out the worldwide shipment forecast for the Apple Vision Pro from 2024 to 2028, tracing a launch that started with high hopes, stumbled badly, and now hangs on the prospect of a cheaper model reviving a product that has so far remained firmly a niche. The gap between Apple ambitions for spatial computing and the market response has rarely been wider for one of its products. Spatial computing has, so far, proven a far harder sell than Apple anticipated. The vision was bold, but the market was not ready for it at this price. Timing and cost, more than technology, defined the Vision Pro reception. The hardware impressed; the value proposition did not. Reviewers praised the technology while questioning the price and purpose. That split verdict has defined the Vision Pro from the very beginning.

The story is one of expectation meeting reality. Early forecasts predicted the Vision Pro would ship hundreds of thousands of units in its first year and well over a million in its second. The first-year figure proved roughly right, but the second collapsed, as demand evaporated and Apple cut production sharply. The Vision Pro has become a cautionary tale, a rare stumble for a company whose product launches usually reshape entire markets, unlike the steadier lines tracked in our iPad share of Apple revenue analysis.

Apple Vision Pro Shipments, 2024-2028 (thousand units)Worldwide Vision Pro shipments. 2024-2025 estimates; 2026-2028 forecast.

Data:

Apple Vision Pro shipment estimates and forecast, compiled by BusinessStats.

Note:

Apple does not report Vision Pro units. Figures for 2024 and 2025 are industry estimates, chiefly from IDC. Figures for 2026 to 2028 are forecasts and are uncertain. In thousands of units.Switch views with the toolbar.

The numbers are stark. Industry estimates put Vision Pro shipments at around 390,000 units in its 2024 launch year, falling to under a hundred thousand in 2025 as production was halted and marketing slashed. For a 3,499 dollar headset, this is a tiny volume by Apple standards, a world away from the millions of iPhones and iPads the company sells every quarter, a contrast laid bare in our Apple iPad revenue analysis.

A heavy note of caution applies to all these figures. Apple does not report Vision Pro sales, so the 2024 and 2025 numbers are industry estimates, chiefly from IDC. The 2026 to 2028 figures are forecasts, and forecasts in this category have already proved spectacularly unreliable. They should be read as one plausible scenario, heavily dependent on whether Apple releases a cheaper model, not as firm predictions.

Forecast Data Table

Apple Vision Pro Shipments, Revenue and Growth, 2024-2028

Apple Vision Pro Worldwide Shipments, Implied Revenue and Year-over-Year Change, 2024-2028Click any column to sort

YEAR	SHIPMENTS	IMPLIED REVENUE	YOY CHANGE
2024 (est.)	390k	$1.36B	n/a
2025 (est.)	85k	$0.30B	-78%
2026 (fcst)	220k	$0.55B	+159%
2027 (fcst)	480k	$1.06B	+118%
2028 (fcst)	780k	$1.56B	+62%

The table sets out the Vision Pro shipment estimates and forecast year by year, from the 2024 launch through to 2028, alongside the implied revenue and the year-over-year change. The first two years are estimates of what actually happened; the later years are forecasts. Sorting the columns reveals the launch-year peak, the second-year collapse, and the modest, uncertain recovery that a cheaper model might bring. The contrast between the early estimates and the later forecasts is the heart of the table.

Forecast vs Reality

The Great Miss

Perhaps the most revealing way to view the Vision Pro is to set the original forecasts against what actually happened. Before launch, analysts projected the headset would ship around 350,000 units in 2024 and surge past 1.4 million in 2025, on its way to several million a year by the late 2020s. It was, in hindsight, a forecast built on hope rather than evidence. The spatial-computing category was new, and optimism filled the space where data should have been. The category had no track record, so projections leaned heavily on enthusiasm. Hype, in the absence of history, became the basis for hard numbers. That is precisely why the forecasts proved so fragile.

The first year came close to the mark: roughly 390,000 units shipped in 2024, a little above the forecast. But the second year was a catastrophe for those projections. Instead of surging past 1.4 million, Vision Pro shipments collapsed to under a hundred thousand, a shortfall of more than ninety percent against the original forecast. Rarely has a major technology prediction been so thoroughly overturned. The miss was not a matter of degree but of direction and magnitude alike. Both the scale and the trajectory of the forecast were wrong.

Vision Pro: Original Forecast vs Actual (thousand units)Pre-launch forecast versus estimated actual shipments, 2024-2025.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

This gap between forecast and reality is the essential context for any new projection. It shows how poorly the spatial-computing market has been understood, and why every forecast in this report, including the

2026 to 2028 figures, must be treated with deep humility. The Vision Pro has already humbled the analysts once, and it may do so again, in either direction. Humility, not confidence, is the only sensible posture toward this product future. The smart forecaster holds every Vision Pro number loosely.

Quarterly View

Launch Surge, Long Fade

Viewed by quarter, the Vision Pro trajectory is dramatic. The launch quarter in early 2024 saw a surge of demand as early adopters and developers rushed to buy, producing the highest sales the product has ever seen. From there, quarterly shipments fell sharply through 2024 and into 2025 as the initial wave of enthusiasm exhausted itself and few new buyers stepped forward. The pool of customers willing to pay so much for a first-generation headset proved shallow. Early adopters bought in, and then the well ran dry. The product never found a second wave of buyers to follow the first. Once the early adopters were served, demand simply faded. There was no broad base of mainstream buyers waiting behind them. The early-adopter wave, once spent, left little momentum behind it.

By 2025 the quarterly figures had fallen to a trickle, with production effectively halted for much of the year. A brief uptick came late in the year, when Apple released an upgraded M5 version with a better headband and longer battery life, but even that refresh did little to change the underlying picture. The Vision Pro had settled into very low quarterly volumes. What began as a flagship launch had become a trickle within eighteen months. Few Apple products have decelerated so quickly after launch. The fall from launch-quarter highs was both steep and lasting.

Vision Pro Shipments by Quarter (thousand units)Estimated quarterly Vision Pro shipments. 2026 quarters are forecast.

Data:

Apple Vision Pro shipment estimates and forecast, compiled by BusinessStats.

Note:

Apple does not report Vision Pro units. Figures for 2024 and 2025 are industry estimates, chiefly from IDC. Figures for 2026 to 2028 are forecasts and are uncertain. In thousands of units.Switch views with the toolbar.

The quarterly pattern captures the Vision Pro core problem in miniature: a strong launch followed by a steep and sustained decline, with no second wind. This is the opposite of the pattern Apple enjoys with its

established products, where new models reliably reignite demand. Whether a cheaper Vision model can break this cycle is the central question for the years ahead. Without a fresh catalyst, the quarterly numbers seem likely to stay subdued. Only a new model or a new price could plausibly change the trend.

Installed Base

A Small Footprint

Accumulating Vision Pro shipments over time shows just how small the installed base remains. By the end of 2025, roughly half a million Vision Pro headsets had been sold worldwide across two years, a figure Apple surpasses with the iPhone in a matter of days. The cumulative curve is almost flat, a platform base far thinner than the one in our iOS version share analysis.

Even under an optimistic forecast, the cumulative total grows only slowly through 2028, reaching perhaps two million units across five years. That would still be a fraction of the installed base of any mainstream Apple product, underscoring that the Vision Pro, even in a recovery scenario, remains a niche device serving a small, specialised audience rather than the mass market. Even the optimistic path keeps the Vision Pro firmly outside the mainstream. The headset future, at best, is as a successful niche rather than a blockbuster. Even success here looks modest by Apple usual standards. A strong niche is still a niche, measured against the iPhone. Apple yardstick for success is unusually demanding. Measured against its own blockbusters, almost anything looks small. The Vision Pro must be judged on its own terms, not the iPhone scale.

Cumulative Vision Pro Shipments (thousand units)Running total of Vision Pro shipments, 2024-2028.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

The modest cumulative base has knock-on effects. A small installed base gives developers little reason to build dedicated apps, which in turn gives consumers little reason to buy, a chicken-and-egg problem that has dogged the Vision Pro from the start. Breaking this cycle is essential if the product is ever to grow beyond its current niche, a niche set against Apple wider mix in our Apple revenue by segment analysis.

Forecast Scenarios

Bull, Base and Bear

Forecasting the Vision Pro from 2026 onward is an exercise in scenarios rather than certainties, given how badly past predictions have fared. A bullish case assumes Apple launches a cheaper model that broadens the market, lifting shipments toward a million units a year by 2028. A bearish case assumes continued stagnation, with volumes staying in the low hundreds of thousands. The range between these outcomes is unusually wide, reflecting how little is settled. A forecast this uncertain is really a set of possibilities, not a single number.

The base case sits between these extremes. It assumes Apple releases a more affordable Vision model during this period, sparking a modest recovery from the 2025 trough, with shipments climbing back toward several hundred thousand units a year by 2028. This would represent a genuine improvement on the dismal 2025 figure, yet still leave the Vision Pro far short of its original promise. A recovery, in other words, would be relative, measured against a very low base. Climbing back from the 2025 trough is a low bar to clear. Almost any new model would lift the numbers off their floor.

Vision Pro Forecast Scenarios, 2026-2028 (thousand units)Bullish, base and bearish shipment scenarios.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

The wide spread between these scenarios reflects genuine uncertainty about the product future. Everything hinges on price and on whether Apple can solve the app and comfort problems that have held the Vision Pro back. Given the company resources and patience, a recovery is plausible; given the product track record, so is continued struggle. The truth will depend heavily on decisions Apple has yet to reveal. Until those decisions are made, any single forecast is little more than an educated guess.

Implied Revenue

A Rounding Error

Translating shipments into revenue, at the Vision Pro 3,499 dollar launch price, shows how immaterial the product has been to Apple finances. The 2024 launch year generated on the order of 1.4 billion dollars, a rounding error for a company with annual revenue above 400 billion, as detailed in our Apple total revenue analysis. The 2025 collapse cut even that figure to a few hundred million.

In the forecast years, revenue depends on both volume and price. A cheaper model would lift unit sales but lower the average selling price, so revenue would grow more slowly than shipments. Even a successful recovery would leave Vision Pro revenue at a couple of billion dollars a year, a negligible contribution to Apple bottom line, as traced in our Apple net income analysis.

Vision Pro Implied Revenue ($ billion)Implied revenue from shipments and average price. 2026-2028 forecast.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

The point of the Vision Pro was never short-term revenue, but the establishment of a new computing platform for the long term. Judged on that ambition, the early returns are discouraging, though Apple has a long history of patience with new categories. The revenue figures confirm that, for now, the Vision Pro is a strategic bet and a research platform, not a meaningful business in its own right. Its value to Apple lies in the future it might unlock, not the revenue it earns today. The Vision Pro is a long-term wager, not a short-term earner. Apple is paying now in the hope of owning a category later. Whether that patience is rewarded remains the central open question.

Who Buys It

An Enterprise Device

One of the most telling facts about the Vision Pro is who actually buys it. Industry estimates suggest that around three-quarters of Vision Pro buyers are businesses rather than consumers. The headset has found pockets of genuine usefulness in enterprise settings such as medical training, pilot simulation, interior

design and specialised industrial applications. In these settings, the headset capabilities can justify a price that consumers balk at.

This enterprise tilt is a double-edged finding. On one hand, it shows the Vision Pro has real, defensible value where its high price can be justified by professional productivity. On the other, it confirms that the device has failed to win the mass consumer audience Apple envisaged, becoming instead a specialised business tool rather than the next great personal computing platform. The dream of a mass-market spatial computer remains, for now, unrealised.

Vision Pro Buyers: Enterprise vs Consumer (%)Estimated split of Vision Pro buyers by type.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

The enterprise base does give the Vision Pro a floor of durable demand, even if a small one. Businesses that have built workflows around the headset are likely to keep buying, providing steady, if modest, sales. Whether Apple is content to let the Vision Pro settle as an enterprise niche, or pushes for the mass market with a cheaper model, will shape the forecasts more than any other single factor.

Vision Pro vs Meta

A Minnow Beside a Whale

The Vision Pro tiny volumes look even smaller next to its main rival, Meta Quest line of headsets. Meta, selling its devices at a fraction of the Vision Pro price, ships several million headsets a year and commands the large majority of the premium VR market. By unit volume, the Vision Pro is a minnow in a market that Meta dominates. The two companies are barely competing in the same weight class by shipments.

The contrast underlines the central lesson of the Vision Pro launch: in this category, price matters enormously. Meta success at much lower price points, against Apple struggle at 3,499 dollars, is the clearest possible signal that the Vision Pro recovery, if it comes, will depend on reaching a far lower price, a dynamic that shapes the wider market in our VR headset market revenue analysis.

Vision Pro vs Meta Quest Shipments, 2024 (million units)Estimated annual shipments, Apple Vision Pro versus Meta Quest.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

Yet the comparison is not entirely unflattering to Apple. The Vision Pro competes at the very top of the market, where margins are higher and ambitions greater, and it has shaped the conversation about spatial computing despite its small volumes. Apple is playing a different game from Meta, aiming for a premium platform rather than mass-market volume, though so far without the sales to match the ambition. Apple is betting that the premium approach will pay off as the technology matures.

Launch Comparison

The Slowest Start

Set against Apple own history of product launches, the Vision Pro stands out for all the wrong reasons. The iPhone, the iPad and the Apple Watch all sold millions of units in their first year. The Vision Pro, by contrast, sold a few hundred thousand, making it comfortably the slowest-starting major product in modern Apple history. No previous Apple category opened so quietly or to so small an audience.

The gap is not merely large but categorical. Where Apple previous new categories found mass audiences almost immediately, the Vision Pro has not, and the difference comes down to price and purpose. At several times the cost of those earlier products, and without an obvious everyday use, the Vision Pro asked too much of too few, a misjudgement rare for Apple and visible against our Apple iPhone revenue analysis.

First-Year Shipments: Vision Pro vs Other Apple Products (million units)Estimated first-year unit sales of major Apple product launches.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

This unflattering comparison is precisely why a cheaper model matters so much. Apple knows from its own history that new categories succeed when they reach a broad audience at an accessible price, as the iPhone and iPad did. The Vision Pro current trajectory can only be reversed by following that same playbook, bringing the price down far enough to turn a niche curiosity into a mainstream product, much as it did with the Mac in our Apple Mac revenue analysis.

VR Market Share

A Small Slice

Within the premium VR and mixed-reality headset market, the Vision Pro holds only a small share by units, dwarfed by Meta volume. Even in the high-end segment where it competes most directly, the Vision Pro accounts for a minority of shipments, its premium price keeping its unit share well below what its brand recognition might suggest. The Apple name carries weight, but at this price it cannot conjure volume.

This modest share comes against a backdrop of a VR headset market that has itself been shrinking, with premium headset sales falling year over year as the early hype around virtual and mixed reality has faded. The Vision Pro launched into a cooling market, a difficult environment that compounded its own challenges, even as Apple towered over rivals in our big tech revenue comparison analysis.

Vision Pro Share of Premium VR Market (%)Estimated Vision Pro share of premium VR headset shipments. 2026-2028 forecast.

Data:

Derived from Apple Vision Pro shipment estimates and forecasts, compiled by BusinessStats.

Note:

Revenue, shares, cumulative totals and scenarios are calculated from the shipment series. 2024 to 2025 are estimates; 2026 to 2028 are uncertain forecasts.Switch views with the toolbar.

The combination of a small share in a shrinking market makes the Vision Pro position precarious, but not hopeless. Markets can revive, and Apple has the resources to wait for the technology and the price to mature. The company broader strength, set out in our biggest companies by market value analysis, gives it the luxury of persisting with a product that, for any smaller firm, might already have been abandoned.

390k2024 LaunchBelow hopes. <100k2025A collapse. 90%+Forecast Miss2025 vs plan. ~75%EnterpriseNot consumer.

The Apple Vision Pro shipment forecast tells a sobering story. After a launch year of around 390,000 units that roughly met expectations, sales collapsed to under a hundred thousand in 2025, overturning the optimistic forecasts of millions. The road ahead from 2026 to 2028 is deeply uncertain, hinging almost entirely on whether Apple can deliver a cheaper model that broadens the headset appeal beyond the enterprise niche and early adopters who have sustained it so far.

For now, the Vision Pro stands as a rare misjudgement by a company famous for reading the market. Yet it would be premature to write it off. Apple has a long history of patience, deep pockets, and a track record of perfecting categories others pioneered. The Vision Pro may yet follow the path of the iPhone and iPad, from a slow or uncertain start to eventual dominance, but that outcome is far from assured, and depends on choices and price cuts Apple has yet to make. The forecasts here are best read as a guide to the possibilities, not a prophecy of the result.

FAQ

Frequently Asked Questions: Apple Vision Pro

Apple does not report Vision Pro sales, but industry estimates from IDC suggest around 390,000 units shipped in the 2024 launch year, falling to under 100,000 in 2025. That puts the cumulative total at roughly half a million headsets over the first two years, a very small figure by Apple standards.

Estimates put 2024 at around 390,000 units and 2025 at under 100,000. Forecasts for 2026 to 2028 are highly uncertain, but a base case assumes a modest recovery toward several hundred thousand units a year by 2028, driven by a possible cheaper model. These forecasts should be treated with caution, as past projections have proved very unreliable.

After a strong launch in early 2024, demand for the 3,499 dollar Vision Pro faded quickly. Apple manufacturing partner reportedly halted production in early 2025, Apple cut marketing spending by more than 95 percent in key markets, and it did not expand availability beyond 13 countries. Analysts cite the high price, weight, comfort issues and limited apps as the main causes.

By the standard of Apple other launches, the Vision Pro has fallen far short, selling a fraction of what the iPhone, iPad or Apple Watch did in their first years. Whether it counts as a failure depends on perspective: Apple may view it as a long-term platform investment and research project rather than a near-

term commercial success. Its future hinges on a cheaper model.

It should be read with caution. Apple does not disclose Vision Pro sales, so even the 2024 and 2025 figures are industry estimates, chiefly from IDC. The 2026 to 2028 figures are forecasts, and forecasts in this category have already proved spectacularly wrong once. They represent one plausible scenario, not a firm prediction, and depend heavily on Apple future product decisions.

Apple has not confirmed a cheaper model, but it is widely reported to be working on a more affordable Vision headset to broaden the market. Most forecasts of a Vision Pro recovery depend on such a model arriving, since the 3,499 dollar price of the original has been a central barrier to wider adoption. The timing and price of any cheaper model remain uncertain.

Industry estimates suggest around three-quarters of Vision Pro buyers are businesses rather than consumers. The headset has found niche uses in enterprise settings such as medical training, pilot simulation, interior design and industrial applications, where its high price can be justified by professional productivity gains. It has not yet won the mass consumer audience Apple hoped for.

By volume, the Vision Pro is far smaller. Meta sells several million Quest headsets a year at a fraction of the Vision Pro price and commands the large majority of the premium VR market. The contrast highlights how decisive price is in this category, and why a Vision Pro recovery would likely require a much lower price point.

Very little. At the 3,499 dollar launch price, the 2024 launch year generated on the order of 1.4 billion dollars, and the 2025 collapse cut that to a few hundred million. For a company with annual revenue above 400 billion dollars, this is immaterial. The Vision Pro is currently a strategic and research investment rather than a meaningful revenue source.

There is no clear sign that Apple is abandoning the Vision Pro, though it has cut production and marketing and reportedly shifted some engineering resources toward lighter smart-glasses projects. Apple has a long history of persisting with new categories, and its resources let it wait for the technology and price to mature. Its long-term commitment, however, remains an open question.

Sources

IDC - International Data Corporation - Source for Vision Pro shipment estimates for 2024 and 2025.

Counterpoint Research, Canalys and Financial Times reporting - Used for premium VR market context and original shipment forecasts.

Apple does not report Vision Pro unit sales. The 2024 and 2025 figures are industry estimates, chiefly from IDC, which put 2024 shipments near 390,000 units and 2025 under 100,000. The 2026 to 2028 figures are forecasts and are highly uncertain, depending heavily on whether Apple releases a cheaper model. Implied revenue assumes a falling average selling price. Not investment advice.

STATISTICS REPORT

iPad's share of Apple's total net sales quarterly 2010-2026

Updated Jun 17, 2026 · businesstats.com/ipad-revenue-as-share-of-apples-total-revenue

~20% FY2012 PEAK	~7% TODAY	23% TOP QUARTER
~6% RECENT LOW	FY11-12 PEAK ERA	1/3 OF PEAK NOW

Overview

iPad's share of Apple's total net sales worldwide from financial 3rd quarter 2010 to 1st quarter 2026

At its height the iPad generated close to a fifth of all Apple revenue, a remarkable contribution for a product only a couple of years old. Today it accounts for around one-fifteenth. This report tracks the iPad share of Apple total net sales, quarter by quarter, from the iPad launch in 2010 to early 2026, telling a story not of the iPad rising and falling, but of its steady retreat in relative importance within an ever-larger company. The iPad did not shrink; Apple simply grew around it, leaving the tablet a smaller part of a much bigger whole. Relative size and absolute size moved in opposite directions for over a decade. That single fact explains most of what this report describes. Hold it in mind and every chart falls into place. The whole analysis turns on that one relationship. Numerator and denominator together decide the iPad fate in these charts.

The share figure is a different lens from raw revenue. Where iPad revenue, charted in our Apple iPad revenue analysis, rose, fell and then recovered in a dramatic V-shape, the iPad share of Apple revenue tells a simpler, sadder tale: a sharp early climb to a peak around 2012, followed by a long and almost uninterrupted decline that even the pandemic could barely interrupt.

iPad Share of Apple Total Net Sales, Quarterly 2010-2026 (%)iPad revenue as a percentage of Apple total net sales, by fiscal quarter.

Data:

iPad revenue as a share of Apple total net sales, by fiscal quarter, compiled by BusinessStats.

Note:

Apple total quarterly net sales are reported. iPad quarterly revenue is estimated from reported annual totals using iPad seasonality. Shares are in percent.Switch views with the toolbar.

The reason for this divergence is the heart of the story. The iPad share fell not because the iPad failed, but because the rest of Apple grew so much faster. Even when iPad revenue recovered to near its old peak in absolute dollars, its share kept sliding, because the iPhone and Services were expanding at a pace the iPad could not hope to match, a dynamic set out in our Apple revenue by segment analysis.

A note on method. Apple reports its total net sales each quarter, and those figures are exact. The iPad quarterly revenue used here is estimated from reported annual totals using the iPad seasonal pattern, since Apple no longer breaks out iPad units. The resulting share is a close approximation, and the long-term trend it reveals, a steady decline from a fifth to a fifteenth, is firmly established. The precise quarterly figures may carry a margin of error, but the direction and magnitude of the trend are beyond doubt. No reasonable adjustment to the estimates would change the basic picture. The decline from a fifth to a fifteenth is simply too large to be an artefact. The trend is real, large and well documented. Few long-term shifts in Apple business are so clearly visible. The pattern emerges plainly in almost every view of the data.

Annual Data Table

iPad Share of Apple Revenue by Fiscal Year, 2010-2025

iPad Share of Apple Total Net Sales, with iPad Revenue and Apple Total Revenue, FY2010-2025 ($M)Click any column to sort

FISCAL YEAR	IPAD SHARE	IPAD REVENUE ($M)	APPLE TOTAL ($M)
FY2010	7.6%	$4,958	$65,225
FY2011	17.7%	$19,168	$108,249
FY2012	19.8%	$30,945	$156,508
FY2013	18.7%	$31,980	$170,910
FY2014	16.6%	$30,283	$182,795

FY2015	9.9%	$23,227	$233,715
FY2016	9.6%	$20,628	$215,639
FY2017	8.4%	$19,222	$229,234
FY2018	7.1%	$18,805	$265,595
FY2019	8.2%	$21,280	$260,174
FY2020	8.6%	$23,724	$274,515
FY2021	8.7%	$31,862	$365,817
FY2022	7.4%	$29,292	$394,328
FY2023	7.4%	$28,300	$383,285
FY2024	6.8%	$26,694	$391,035
FY2025	6.7%	$27,900	$416,161

The table shows the iPad share of Apple total revenue by fiscal year, from 2010 to 2025, alongside the iPad revenue and Apple total revenue that produce it. The share column rises briefly, then falls almost throughout, while the revenue columns tell a more complex story. Sorting reveals the early peak around 2012 and the long, steady decline that followed it. The contrast between the two revenue columns and the falling share column is the table central lesson. Dollars and percentages can, and here do, point in different directions. Reading only one of them would give a misleading impression of the iPad. Together they tell the complete story.

The Annual View

From a Fifth to a Fifteenth

By fiscal year, the iPad share of Apple revenue traces a clear arc. From a partial-year debut in 2010, it leapt to nearly a fifth of all Apple revenue by 2012, an extraordinary share for so young a product. For a brief moment, the iPad looked like it might become a third great pillar of Apple business, rivalling the Mac and approaching the iPhone in importance. Analysts at the time openly debated whether the tablet might one day eclipse the personal computer entirely. That speculation now reads as a relic of a very different moment in computing. The personal computer endured, and the tablet found a more modest place. The iPad complements computing devices rather than replacing them.

Then the long descent began. From its 2012 peak near twenty percent, the iPad share fell year after year, dropping below ten percent by 2015 and continuing down toward seven percent by the end of the decade. The decline was remarkably steady, a near-straight line downward, interrupted only briefly, and never reversed for long, as the company total swelled in our Apple total revenue analysis.

iPad Share of Apple Revenue by Fiscal Year (%)Annual iPad share of Apple total net sales, fiscal 2010 to 2025.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

By the mid-2020s the iPad share had settled around six to seven percent, roughly a third of its peak. The annual view makes the central point unmistakable: the iPad has shrunk dramatically in relative importance, from a near-fifth of Apple to a small, if still valuable, slice. Its absolute revenue may have recovered, but its share never did, even as it kept feeding the profits in our Apple net income analysis.

Recent Quarters

A Settled Floor

In the most recent quarters, the iPad share of Apple revenue has hovered in the low single digits to high single digits, depending on the quarter, settling firmly into the six-to-eight percent range. The figure ticks up slightly in quarters with fresh iPad launches and drifts down in others, but the overall level has been stable, a far cry from the lofty shares of the early 2010s. The iPad has settled into a quiet, dependable corner of Apple income statement. It contributes reliably without ever again commanding the spotlight. That is precisely the role of a mature product in a large portfolio.

The recent stability reflects a mature equilibrium. The iPad revenue has steadied in the high-twenties of billions, while Apple total revenue has continued its gradual climb, so the share holds roughly level or edges gently downward. The wild swings of the iPad early years are long gone, replaced by the quiet predictability of a settled, secondary product line. There are no more dramatic surges or collapses, only gentle, seasonal ripples. The iPad has become one of the most predictable lines in Apple accounts.

iPad Share of Apple Revenue, Recent Quarters (%)iPad share of Apple total net sales over the most recent quarters.

Data:

iPad revenue as a share of Apple total net sales, by fiscal quarter, compiled by BusinessStats.

Note:

Apple total quarterly net sales are reported. iPad quarterly revenue is estimated from reported annual totals using iPad seasonality. Shares are in percent.Switch views with the toolbar.

This recent pattern confirms the iPad new role within Apple. It is no longer a growth driver or a potential challenger to the iPhone, but a dependable contributor holding a modest, steady share. The iPad has found its level, and that level, around one-fifteenth of Apple revenue, is where it appears likely to remain, anchored by a loyal base of users whose software cadence appears in our macOS version share analysis.

Seasonality

Two Rhythms Colliding

The iPad share of Apple revenue varies somewhat by fiscal quarter, reflecting the different seasonal patterns of the iPad and of Apple as a whole. Both peak in the holiday first quarter, but the iPhone holiday surge is so enormous that it can actually compress the iPad share in that quarter, even as iPad revenue itself reaches its annual high. The arithmetic of the ratio can move in the opposite direction to the iPad own fortunes. A strong iPad quarter can still register as a smaller share if the iPhone is stronger still. The denominator matters as much as the numerator here. Apple sheer scale shapes every share figure in this analysis. A larger company makes every individual product look smaller by comparison.

Across the non-holiday quarters, the iPad share tends to hold up relatively well, since the iPhone seasonal dominance is less overwhelming outside the December quarter. The interplay of two different seasonal rhythms, the iPad and the iPhone, shapes how the share moves within each year, a complexity layered on top of the long-term downward trend. Two overlapping seasonal cycles produce a pattern that rewards careful reading. The interplay is subtle but consistent from year to year.

Average iPad Share by Fiscal Quarter (%)Average iPad share of Apple revenue in each fiscal quarter.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

Understanding this seasonal interplay matters for reading the quarterly share figures correctly. A dip in the iPad share during a holiday quarter does not mean the iPad sold poorly; it may simply mean the iPhone sold spectacularly. As always with the iPad, the most meaningful comparisons are between the same quarter across different years, holding the seasonal pattern constant. Year-on-year, same-quarter comparisons strip away the seasonal distortion. That is the only fair way to judge whether the iPad share is truly rising or falling.

Eras

A Descending Staircase

Grouping the iPad share into eras clarifies its trajectory. In the launch and boom era of the early 2010s, the average quarterly share was high, often near or above the mid-teens. In the decline era that followed, it fell sharply into the high single digits, and in the mature era since, it has stabilised around six to seven percent. Each step down the staircase corresponds to a distinct chapter in the iPad story. Boom, decline, pandemic and maturity each occupy their own tread. The staircase descends cleanly from one era to the next.

The era view underscores how decisively the iPad relative importance has diminished. Each era sits well below the one before it, a staircase descending from the heights of the early 2010s to the modest plateau of today. The contrast between the boom era and the present captures, in a single comparison, the scale of the iPad relative retreat within Apple. The fall from the mid-teens to the high single digits is stark when laid out era by era.

Average iPad Share by Era (%)Average quarterly iPad share of Apple revenue across eras.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

Yet the era comparison also shows stabilisation. The most recent era, while far below the peak, has held steady rather than continuing to fall, suggesting the iPad share has found a durable floor. The product has stopped losing ground in relative terms, settling into a stable, if much-reduced, place within the Apple empire, much as its sibling did in our Apple Mac revenue analysis.

Top Quarters

The Early Peaks

The iPad highest-share quarters all cluster in the early 2010s, at the height of the original boom. In those quarters the iPad generated around a fifth of all Apple revenue, with the very peak exceeding twenty percent in the holiday and spring quarters of fiscal 2011 and 2012. These were the moments when the iPad came closest to rivalling Apple established product lines. For a brief window, the tablet was a genuine pillar of the business. That window closed quickly and has not reopened since. The iPad brief turn at centre stage was over almost before it began.

That every one of the top-share quarters dates from the early 2010s speaks volumes. No quarter since, not even during the pandemic surge that lifted iPad revenue back toward its old highs, has come close to those early shares. The iPad relative peak was brief, brilliant and never to be repeated, a high-water mark set in the product first years. Everything after 2012 has been a story of relative decline from that early summit. The peak came and went before the iPad had even turned three.

Highest iPad-Share Quarters (%)Quarters with the highest iPad share of Apple revenue.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

The clustering of peak shares at the very start of the iPad life is unusual for a major product, and it distinguishes the iPad sharply from the iPhone, whose share of Apple revenue has remained high and even grown, as traced in our Apple iPhone revenue analysis. The iPad shone brightest at dawn; the iPhone shines brightest now.

Holiday Quarter

The December Slice

Isolating the holiday first quarter, and tracking the iPad share within it year by year, strips out some of the seasonal noise. The holiday-quarter share climbed to its peak in the early 2010s, when the iPad was a must-have gift, then fell steadily as the iPhone came to dominate Apple holiday quarter ever more completely. The December quarter, once a shared showcase, became overwhelmingly an iPhone event. The iPad role in the holidays faded as the iPhone role swelled. What was once a balanced showcase became a one-product show.

The decline in the iPad holiday-quarter share is especially telling, because the holidays are when both products sell best. That the iPad share fell even in its strongest season shows how thoroughly the iPhone, and later Services, came to define Apple revenue. The iPad holiday moment, once a highlight of Apple year, became a footnote to the iPhone story. Even at its seasonal best, the iPad could not keep pace with the iPhone holiday juggernaut.

iPad Holiday-Quarter (Q1) Share by Year (%)iPad share of Apple revenue in the fiscal first quarter, by year.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

By recent years the iPad holiday-quarter share had fallen into the mid-single digits, a fraction of its early-decade peak. The trajectory of the holiday share, rising then falling, mirrors the overall arc of the iPad relative importance, compressed into the single most important quarter of Apple year, a rhythm mirrored in our iOS version share analysis, confirming the depth of the iPad retreat.

iPad vs Mac

Converging Paths

Comparing the iPad share with the Mac share of Apple revenue reveals two products on converging paths. In 2010 the Mac was much the larger share of Apple, but the iPad quickly overtook it, peaking far higher around 2012. Then both declined, and by the mid-2020s they had converged to a similar level, each contributing under a tenth of Apple revenue. Two products that once defined Apple now sit together in the

same modest tier.

The convergence tells a deeper story about Apple evolution. Both the Mac and the iPad, once central to Apple identity, have become supporting players as the iPhone and Services have come to dominate. The two computing products now sit side by side as modest, mature contributors, their early prominence long since eclipsed against Apple rise among the giants in our big tech revenue comparison analysis, a shift echoed in our Apple Mac sales analysis.

iPad vs Mac Share of Apple Revenue (%)iPad and Mac revenue as a share of Apple total, by fiscal year.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

That the iPad and Mac shares have converged from such different starting points, the iPad from a towering peak, the Mac from a slower decline, illustrates how completely the iPhone era reshaped Apple. The company two computing platforms, the foundations of its earlier identity, have settled into similar, secondary roles, together accounting for a relatively small share of the modern Apple. The computing era of Apple has given way decisively to the era of the iPhone and Services.

Revenue vs Share

The Great Divergence

Perhaps the single most revealing comparison sets the iPad revenue against the iPad share, both indexed to their level at the 2012 peak. The two lines move together at first, then diverge dramatically: iPad revenue falls, recovers and returns close to its peak, while the iPad share falls and keeps falling, never recovering even as revenue does. The two lines tell opposite stories from the same underlying data.

This divergence is the crux of the entire story. It shows, in a single chart, that the iPad relative decline has almost nothing to do with the iPad own performance, which recovered strongly, and almost everything to do with the explosive growth of the rest of Apple. The iPad ran hard just to stay in place, and still lost relative ground. It is the corporate equivalent of running up a downward escalator.

iPad Revenue vs iPad Share, Indexed to FY2012 PeakiPad revenue and iPad share, each indexed to 100 at the fiscal 2012 peak.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

The lesson of the divergence extends beyond the iPad. It is a vivid illustration of how a successful, recovering product can still shrink in relative importance within a company growing even faster, a phenomenon that shapes how investors value Apple sprawling business in our biggest companies by market value analysis. Absolute success and relative decline can, and here do, coexist.

Lowest Quarters

Historic Lows

At the other end of the scale, the iPad lowest-share quarters all come from the most recent years, when the share dipped to around six percent or just below. These troughs typically fall in non-launch quarters, when no new iPad model is driving sales and the iPhone and Services continue their relentless expansion, squeezing the iPad slice to its thinnest. The smallest shares appear precisely when the iPhone and Services are at their most dominant.

That the lowest shares are so recent confirms the long-term direction of travel. Even as the iPad revenue has held steady in absolute terms, its share has ground down to historic lows, a reflection of just how large Apple has become. A six percent slice of today Apple is, in dollars, far larger than a much bigger slice was in 2012. The shrinking percentage conceals a still-substantial and growing dollar figure.

Lowest iPad-Share Quarters (%)Quarters with the lowest iPad share of Apple revenue.

Data:

Derived from iPad revenue and Apple total net sales, compiled by BusinessStats.

Note:

Averages, peaks, and comparisons are calculated from the quarterly share series. Apple total revenue is reported; iPad quarterly revenue is estimated. In percent.Switch views with the toolbar.

The recent low-share quarters, while marking historic relative lows, do not signal trouble for the iPad itself. They reflect the arithmetic of a vast and growing company, in which even a healthy, multi-billion-dollar product line can shrink to a single-digit share. The iPad low points are a measure of Apple scale, not of the iPad weakness, a distinction that runs through this entire analysis. Share and scale tell different stories, and both must be read together to understand the iPad.

~20%FY2012 PeakA near-fifth. ~7%TodayA fifteenth. FY2011-12Top QuartersNever matched. V vs SlideRev vs ShareThey diverged.

Across more than fifteen years, the iPad share of Apple revenue has told a story quite different from its revenue. Where the revenue rose, fell and recovered in a dramatic V, the share rose sharply to a peak near twenty percent around 2012, then declined long and steadily to around six or seven percent today, a level it reached even as iPad revenue itself climbed back toward its old highs. The iPad shrank in relative importance not through failure, but because the rest of Apple grew so much faster.

The deeper lesson is one of perspective. By the measure of share, the iPad looks like a product in long decline; by the measure of dollars, it remains a substantial, recovered and durable business. Both are true at once, and the gap between them is the gap between a company early years, when the iPad could move the needle, and its maturity, when only the iPhone and Services truly can. The iPad today is a valuable pillar of a far larger structure, its early prominence a memory, its present role quietly dependable.

FAQ

Frequently Asked Questions: iPad Share of Apple

As of the mid-2020s, the iPad accounts for around 6 to 7 percent of Apple total net sales, down from a peak near 20 percent around fiscal 2012. The decline reflects not the iPad own struggles but the far faster growth of the iPhone and Services, which now dominate Apple revenue.

The iPad share of Apple revenue peaked around fiscal 2012, at close to 20 percent on an annual basis, with individual quarters in fiscal 2011 and 2012 exceeding 20 percent. These early-decade peaks, at the height of the original iPad boom, have never been matched since.

The iPad share fell mainly because the rest of Apple grew much faster. Even when iPad revenue recovered to near its old peak in absolute dollars, its share kept declining, because the iPhone and Services

expanded at a pace the iPad could not match. The fall is a story of relative, not absolute, decline.

Only slightly. iPad revenue rose strongly during the pandemic, reaching a second peak near its all-time high, but its share of Apple revenue barely ticked up, because Apple total revenue was also surging. The share soon resumed its downward drift, never approaching its early-decade peak.

The two have converged. In 2010 the Mac was a much larger share of Apple than the iPad, but the iPad quickly overtook it and peaked far higher around 2012. Both then declined, and by the mid-2020s each contributed under a tenth of Apple revenue, sitting side by side as mature, secondary products.

The Apple total quarterly revenue figures are reported actuals and are exact. The iPad quarterly revenue is estimated from reported annual totals using iPad seasonality, since Apple no longer reports iPad units, so the resulting share is a close approximation. The long-term trend, a decline from a fifth to a fifteenth, is firmly established.

iPad revenue is the dollar amount Apple earns from iPad sales, which rose, fell and recovered in a V-shape. iPad share is that revenue as a percentage of Apple total, which rose to a peak around 2012 and then declined steadily. The two diverged because Apple total revenue grew faster than the iPad recovered.

Yes, though its relative importance has shrunk. The iPad generates tens of billions of dollars a year and remains a substantial business, but at around 6 to 7 percent of Apple revenue it is a supporting product rather than a core growth driver. Its modest share reflects Apple enormous scale, not iPad weakness.

The iPad lowest shares are recent because Apple has grown so large. Even though iPad revenue has held steady in absolute terms, the iPhone and Services have expanded enormously, shrinking the iPad slice to historic lows around six percent. A small slice of today Apple is, in dollars, larger than a bigger slice was in 2012.

In recent years the iPad share has stabilised around six to seven percent rather than continuing to fall, suggesting it has found a durable floor. Barring a major new product success, it is likely to remain in this range, a modest but steady contributor anchored by a loyal base of creative and educational users.

Sources

Apple Inc. - Investor Relations - Source for reported total and iPad segment revenue.

Apple Form 10-K and 10-Q filings - Used for total net sales and iPad segment revenue, fiscal 2010 to 2026.

iPad share is iPad segment revenue as a percentage of Apple total net sales. Apple total quarterly revenue is reported actuals. iPad quarterly revenue is estimated from reported annual totals using iPad seasonality,

since Apple no longer reports iPad units, so the share is a close approximation. The iPad share peaked near 20 percent around fiscal 2012 and was about 6 to 7 percent in the mid-2020s. Not investment advice.

STATISTICS REPORT

iPhone share of Apple net sales quarterly FY 2009-2026

Updated Jun 16, 2026 · businesstats.com/iphone-revenue-as-share-of-apples-total-revenue

66% PEAK SHARE	**~50%** FY2025 SHARE	**~59%** AVG HOLIDAY Q
30% FY2009 SHARE	**~47%** AVG SUMMER Q	**26%** SERVICES FY25

Overview

iPhone sales share of Apple's total revenue from fiscal 1st quarter 2009 to 2nd quarter 2026

The iPhone is the single most important product Apple has ever made, and one simple ratio captures just how important: the share of Apple total revenue that comes from the iPhone. That share has told the story of Apple business for nearly two decades. It climbed from about a third of revenue when the iPhone was still young, to roughly two-thirds at the height of the smartphone boom, and has since settled back to about half as Apple deliberately built other businesses around it. This report tracks the iPhone share of Apple net sales, quarter by quarter, from fiscal 2009 to fiscal 2026. It is a single line that, more than almost any other, explains both how dependent Apple has been on one device and how successfully it has diversified beyond it over time.

The figures are derived from Apple financial filings, dividing iPhone revenue by total revenue in each quarter. The result is a number that swings within every year and drifts over the decade, revealing two distinct patterns at once. Within each year, the share rises and falls with Apple product cycle; across the years, it traces the long arc of the iPhone rise and gradual relative decline. Set against the underlying sales figures in our Apple iPhone revenue analysis, which tracks the dollars themselves, this share view shows not how much the iPhone earns but how much of Apple it represents, a distinction that matters enormously for understanding the company risk and balance.

iPhone Share of Apple Net Sales, Quarterly FY2009-2026 (%)iPhone revenue as a share of Apple total net sales, by fiscal quarter.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

The within-year pattern is driven by Apple launch cadence. Because new iPhones almost always arrive in September, the holiday quarter that follows, Apple fiscal first quarter, is when the iPhone dominates revenue most completely, often accounting for well over half and sometimes approaching three-quarters of all sales. As the year wears on and the launch fades, the share drifts lower, reaching its trough in the summer quarter before the next model resets the cycle. This produces a regular sawtooth in the quarterly data, a rhythm so consistent that the shape of the line is almost as predictable as the calendar itself, repeating year after year with only the overall level shifting.

A note on method is important. Annual iPhone shares here are exact, taken directly from Apple reported iPhone and total revenue. The quarter-by-quarter shares are modelled using the iPhone known seasonal pattern, so that each year average matches the filings while the within-year swing reflects how the iPhone share actually moves across quarters. Read alongside the full picture in our Apple total revenue analysis, the share series offers a uniquely clear window into the central question of Apple modern history: how a company built on a single product slowly, and deliberately, made itself into something broader without ever loosening the iPhone grip on its fortunes.

Annual Data Table

iPhone Share of Apple Revenue: Annual Average, Holiday Peak and Summer Trough

iPhone Share of Apple Revenue by Fiscal Year: Average, Holiday-Quarter Peak and Summer-Quarter TroughClick any column to sort

FISCAL YEAR	AVERAGE SHARE	HOLIDAY Q1 PEAK	SUMMER Q3 TROUGH
FY2009	30.4%	37.4%	30.0%

FY2010	38.6%	43.8%	35.1%
FY2011	43.5%	49.2%	39.5%
FY2012	51.4%	57.5%	46.1%
FY2013	53.4%	59.5%	47.7%
FY2014	55.8%	62.2%	49.9%
FY2015	66.3%	73.9%	59.3%
FY2016	63.4%	70.2%	56.3%
FY2017	61.6%	68.4%	54.9%
FY2018	62.8%	69.8%	56.0%
FY2019	54.7%	61.0%	48.9%
FY2020	50.2%	55.9%	44.8%
FY2021	52.5%	58.7%	47.0%
FY2022	52.1%	58.1%	46.6%
FY2023	52.3%	58.5%	46.9%
FY2024	51.4%	57.5%	46.1%
FY2025	50.4%	56.4%	45.2%

The table shows, for each fiscal year, the iPhone average share of Apple revenue alongside its typical holiday-quarter peak and summer-quarter trough. The annual column charts the long rise and fall, from roughly a third of revenue in fiscal 2009 to a peak near two-thirds in the mid-2010s and back to about half today. The peak and trough columns reveal how wide the within-year swing can be, often ten percentage points or more between the holiday high and the summer low. Sorting any column shows how the iPhone grip on Apple revenue has tightened and then gently eased across the years, and how sharply it varies inside each one.

The Annual Arc

Rise, Peak and Gentle Decline

Viewed by fiscal year, the iPhone share of Apple revenue forms a clear arc. In fiscal 2009 the iPhone accounted for only about a third of sales, as it was still a young product competing with the iPod and Mac for prominence. Over the next six years its share climbed relentlessly, as the smartphone went mainstream and the iPhone became the centre of Apple universe. By fiscal 2015, powered by the larger-screen iPhone 6, the iPhone reached its zenith at roughly two-thirds of all Apple revenue, the high-water mark of the company dependence on a single device. Never before or since has one product loomed so large over Apple entire business.

After that peak, the share began a long, gentle decline. It was not that the iPhone shrank, far from it, but that Apple deliberately grew other parts of its business faster, especially Services and wearables. By fiscal 2025 the iPhone share had eased to about half of revenue, even as iPhone dollars reached record highs. This rebalancing is one of the most important strategic shifts in Apple history, reducing its reliance on a single product without sacrificing that product success, and it shows up clearly in the broader product mix detailed in our Apple revenue by segment analysis. The falling share is, paradoxically, a sign of strength.

iPhone Share of Apple Revenue, Annual Average (%)iPhone revenue as a share of Apple total revenue, by fiscal year.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

The annual arc, then, tells two truths at once. The iPhone remains overwhelmingly Apple most important product, still responsible for roughly half of everything the company earns. Yet Apple is markedly less dependent on it than it was a decade ago, having built a portfolio of businesses that now make up the other half. The shape of the line, rising steeply and then easing back, captures a company that first bet everything on one device and then, from a position of strength, methodically reduced the risk of that bet. Few large companies have managed such a transition so smoothly while keeping their flagship product growing all the while.

Seasonality

The Holiday Spike and Summer Dip

Averaging the iPhone share across each fiscal quarter lays its seasonality bare. The holiday first quarter, covering October to December, is by far the iPhone strongest, averaging close to sixty percent of revenue as freshly launched models drive demand. The second quarter holds up well on lingering momentum, while the third quarter, in the late spring and early summer, is the weakest, as buyers wait for the next model. The fourth quarter recovers slightly as the new iPhone arrives in September. This pattern is remarkably stable across the years, a direct consequence of Apple once-a-year launch rhythm, and it means the same company can look very different depending on which quarter you happen to examine.

This seasonality matters because it shapes how Apple results are read. A quarter in which the iPhone makes up sixty percent of revenue is a fundamentally different business from one in which it makes up forty-five percent, even though both occur within the same year. The holiday peak concentrates not just iPhone sales but Apple entire fortunes into a single three-month window, a concentration that echoes across the wider device industry tracked in our quarterly smartphone shipments analysis. Understanding the seasonal shape of the iPhone share is essential to interpreting any single quarter, since the same percentage can signal very different things at different points in Apple annual cycle.

Average iPhone Share of Apple Revenue by Fiscal Quarter (%)Average iPhone share of revenue in each fiscal quarter across the period.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

The persistence of this pattern across nearly two decades is itself remarkable. Through changing models, leadership and market conditions, the iPhone seasonal share curve has held its shape, peaking every holiday season and troughing every summer with almost mechanical regularity. It is one of the most dependable rhythms in all of corporate finance, and it underlines how thoroughly Apple business has been organised around the annual iPhone launch. For anyone trying to make sense of Apple quarterly results, the seasonality of the iPhone share is the first thing to understand, because it explains so much of what would otherwise look like erratic movement in the numbers.

Holiday Quarter

When the iPhone Takes Over

The holiday quarter is where the iPhone dominance peaks each year, and tracking that peak over time reveals its own story. In the strongest holiday quarters of the mid-2010s, the iPhone accounted for nearly seventy percent of all Apple revenue, an astonishing level of concentration in a single product. Since then the holiday peak has eased, in line with the overall decline in iPhone share, but it remains comfortably the iPhone strongest showing of the year. The holiday-quarter share is, in effect, a measure of how completely the iPhone can take over Apple business when a new model is fresh and demand is at its height.

These towering holiday shares help explain why the December quarter is so closely watched. When the iPhone makes up two-thirds of revenue, the success of a single new model can define Apple entire year, for better or worse. A blockbuster iPhone lifts the whole company; a disappointing one drags it down. This intense dependence on the holiday quarter mirrors the competitive dynamics of the premium phone market explored in our smartphone market share by vendor analysis, where the autumn launch season decides the fortunes of every major player. For Apple, more than any rival, that single window has historically carried the heaviest weight.

iPhone Share in Apple Holiday Quarter (Fiscal Q1) by Year (%)iPhone share of revenue in Apple holiday first quarter, by fiscal year.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

The gradual easing of the holiday peak, even as iPhone revenue kept rising, is a quiet sign of Apple successful diversification. A decade ago the iPhone could claim nearly seventy percent of a holiday quarter; today it is closer to fifty-five. The difference is the rise of Services, wearables and other products that now fill out Apple revenue even at the height of the iPhone selling season. The holiday quarter is still the iPhone moment, but it is no longer the iPhone alone, a shift that has made Apple a more balanced and resilient company without diminishing the iPhone central role.

iPhone vs Services

The Great Rebalancing

Perhaps the clearest way to see Apple transformation is to compare the iPhone share with the Services share over time. A decade ago the contrast was stark: the iPhone commanded around two-thirds of revenue while Services, the App Store, iCloud, Apple Music and the rest, managed less than a tenth. Since then the two lines have converged dramatically. The iPhone share has drifted down toward half, while the Services share has climbed toward a quarter, more than tripling its slice of the business. This convergence is the single most important structural change in Apple revenue mix over the past ten years, and it is reshaping how investors value the company.

The strategic logic behind this shift is compelling. Services revenue is high-margin, recurring and far less cyclical than hardware, so growing it makes Apple earnings steadier and more valuable, a dynamic that flows directly into the profit picture in our Apple net income analysis. By deliberately expanding Services around the vast installed base the iPhone created, Apple has reduced its dependence on the boom-and-bust of phone upgrade cycles. The iPhone built the audience; Services increasingly monetises it. The converging lines capture a company turning a hardware franchise into a durable, ecosystem-driven business, one quarter and one subscription at a time.

iPhone Share vs Services Share of Apple Revenue (%)iPhone and Services revenue, each as a share of Apple total revenue, by fiscal year.

Data:

Derived from Apple Inc. iPhone, Services and total net sales, compiled by BusinessStats.

Note:

Shares are calculated as a percentage of Apple total revenue, in percent.Switch views with the toolbar.

Crucially, this convergence has not come at the iPhone expense. iPhone revenue has continued to set records even as its share fell, because the overall pie grew so much larger. The falling iPhone share and rising Services share are therefore not a story of decline and replacement, but of expansion and balance. Apple has added a powerful second engine without weakening the first, and the result is a business that is both larger and more diversified than the iPhone-dominated company of a decade ago. The two lines, crossing toward each other, are the clearest single picture of how Apple future is being built on top of, rather than instead of, the iPhone.

Multi-Year Periods

The Trend Behind the Noise

Grouping the data into multi-year periods smooths out the seasonal noise and reveals the underlying trend in the iPhone share. The earliest period, in the years around fiscal 2010, shows the iPhone share still climbing as the product scaled. The middle period, spanning the mid-2010s, captures the peak, when the iPhone averaged its highest share of Apple revenue. The most recent period shows the share settling back toward half, as diversification took hold. Each block represents a different chapter in Apple relationship with its flagship product, from rising dependence to peak reliance to deliberate balance.

These period averages make the long arc unmistakable. The iPhone share did not move in a straight line, but the broad trajectory, up to a mid-decade peak and then gently down, is clear once the quarterly swings are averaged away. This is the kind of structural trend that matters more than any single quarter, and it sits alongside the broader competitive shifts charted in our big tech revenue comparison analysis. The period view confirms that Apple dependence on the iPhone peaked years ago and has been easing steadily since, a reassuring sign for a company once defined almost entirely by one device.

Average iPhone Share of Apple Revenue by Period (%)Average iPhone share of revenue across multi-year fiscal periods.

Data:

Derived from Apple Inc. iPhone, Services and total net sales, compiled by BusinessStats.

Note:

Shares are calculated as a percentage of Apple total revenue, in percent.Switch views with the toolbar.

The multi-year view also offers a measure of just how dominant the iPhone became at its height. For an entire period in the mid-2010s, a single product accounted, on average, for around two-thirds of one of the world largest companies revenue. Few products in history have ever held such sway over so large a business. That the share has since eased, without the iPhone itself faltering, is a testament to Apple ability to grow new businesses while its flagship remained strong, a balancing act that the period averages capture more clearly than any noisier quarterly figure ever could.

Within-Year Range

Holiday Peak vs Summer Trough

One of the most revealing ways to view the data is to compare, for each year, the iPhone share in its peak holiday quarter against its share in the weakest summer quarter. The gap between the two is often striking, frequently ten percentage points or more, illustrating just how much the iPhone grip on Apple revenue tightens and loosens within a single year. In the strongest years, the holiday peak towered well above the summer trough, a swing that reflects the intense seasonality of a product launched just once a year into a global market.

This within-year range is a defining feature of Apple business and a direct consequence of the iPhone launch rhythm. The wide swing means that no single quarter can represent the year, and that sequential comparisons are misleading; only year-over-year comparisons make sense. The size of the gap also tracks the overall health of the iPhone, widening when a launch is especially strong and narrowing as the product matures, a pattern that parallels the demand cycles in the wider market our worldwide smartphone market revenue analysis follows. The range chart turns an abstract idea, seasonality, into a concrete, year-by-year measure.

iPhone Share: Holiday-Quarter Peak vs Summer-Quarter Trough (%)iPhone share of revenue in the peak holiday quarter and the weakest summer quarter, by year.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

The gradual narrowing of this peak-to-trough range over recent years is itself informative. As Services and other steadier revenue streams have grown, they have smoothed out the iPhone seasonal dominance, leaving the holiday peak a little lower and the summer trough a little higher than in the past. In other words, Apple revenue has become less violently seasonal as it has diversified, even though the underlying iPhone rhythm remains. The shrinking gap between peak and trough is one more quiet sign of a company that has grown more balanced and predictable as it has matured beyond its single defining product.

Top Quarters

The High Tide of iPhone Dominance

Ranking the individual quarters by iPhone share confirms where the product dominance peaked. The very top of the list is filled almost entirely with holiday quarters from the mid-2010s, when the iPhone accounted for close to seventy percent of all Apple revenue. These were the moments of maximum dependence, when Apple was, for a three-month stretch, very nearly an iPhone company and little else. No recent quarter comes close to these historic highs, a reflection of how much more diversified Apple has become in the years since.

This ranking underlines that peak iPhone dominance is firmly in the past, even as iPhone revenue keeps climbing in absolute terms. The highest-share quarters belong to an era when Services were still small and wearables barely existed, leaving the iPhone to carry almost the entire company. Today, even in its strongest quarters, the iPhone shares the stage with a much larger supporting cast, a shift that has helped propel Apple to the top of our most valuable companies ranking by making its revenue base broader and more durable than a single product could ever provide. Dominance, it turns out, has given way to balance.

Highest iPhone-Share Quarters (%)Quarters with the highest iPhone share of Apple revenue.

Data:

Derived from Apple Inc. iPhone, Services and total net sales, compiled by BusinessStats.

Note:

Shares are calculated as a percentage of Apple total revenue, in percent.Switch views with the toolbar.

The clustering of peak-share quarters in the mid-2010s is, in its way, a snapshot of a specific and unrepeatable moment in Apple history. It was the point of maximum leverage on a single product, just before Services and wearables began to broaden the base. That Apple chose that moment of peak dependence to accelerate its diversification, rather than simply riding the iPhone as high as it would go, is one of the more astute strategic decisions in modern business, and the ranking of these quarters quietly marks the high tide of the iPhone era.

Recent Quarters

Where the Share Sits Today

Zooming in on the most recent quarters shows where the iPhone share sits today and how it is moving. In the last couple of years the share has hovered around half of revenue, peaking above the mid-fifties in the

holiday quarters and dipping into the mid-forties in the summer. The familiar seasonal sawtooth is still clearly present, but it now oscillates around a noticeably lower centre than it did at the iPhone peak, reflecting the steady growth of Services and other products that has continued right up to the present.

The recent data suggests a new equilibrium for the iPhone share, settling around half of Apple revenue rather than the two-thirds of its peak. This level appears reasonably stable, with the iPhone large enough to remain the company core but no longer so dominant that Apple fortunes rest entirely on it. The balance is reinforced by Apple expanding ecosystem of devices and subscriptions, much of which ultimately connects back to digital platforms of the kind examined in our internet companies revenue analysis. The most recent quarters, in short, show a company comfortably past its era of single-product dependence.

iPhone Share of Apple Revenue, Recent Quarters (%)iPhone share of revenue across the most recent fiscal quarters.

Data:

Derived from Apple Inc. iPhone and total net sales, SEC filings, compiled by BusinessStats.

Note:

iPhone share is iPhone revenue divided by Apple total revenue. Annual shares are reported; quarterly shares are modelled using iPhone's reported seasonality.Switch views with the toolbar.

What the recent quarters do not show is any sign of the iPhone fading. Its share has stabilised rather than collapsed, and in absolute terms iPhone revenue continues to set records. The picture is one of equilibrium: an iPhone that remains the indispensable heart of Apple, surrounded by a growing constellation of other businesses that share the load. For a company so long defined by a single product, reaching this kind of balance, where the iPhone is essential but no longer everything, may be the most important milestone of all, and the recent share data is where that achievement is most plainly visible.

Distribution

How the Quarters Spread Out

Sorting every quarter by its iPhone share into bands gives a sense of the full distribution. The quarters spread across a wide range, from the high thirties in the iPhone early years to the low seventies at its holiday peak, with the bulk clustering between about forty-five and sixty percent. This spread captures both the long-term arc and the seasonal swing in a single view, showing how the typical iPhone share has lived, for most of the period, somewhere around half to two-thirds of Apple revenue.

The distribution makes clear that the iPhone has, for the vast majority of quarters, accounted for at least half of Apple revenue. Only in the earliest years, when the product was still scaling, and in the softest recent summer quarters, has its share dipped below that mark. This persistence above half, sustained across changing models and market conditions, is a measure of how thoroughly the iPhone has anchored Apple business, even as the workforce and operations behind it have grown enormously, as our Apple employee count analysis shows. The bands confirm a remarkably durable centre of gravity.

iPhone Share of Apple Revenue: Quarters by BandNumber of fiscal quarters falling into each iPhone-share band.

Data:

Derived from Apple Inc. iPhone, Services and total net sales, compiled by BusinessStats.

Note:

Shares are calculated as a percentage of Apple total revenue, in percent.Switch views with the toolbar.

The shape of the distribution also hints at the future. As the share has eased toward half and the lower bands have begun to fill, the iPhone is gradually moving from utterly dominant to merely central. If Services and other businesses continue to grow faster, more quarters may eventually fall below the halfway line, marking a genuine shift in the character of Apple business. For now, though, the distribution shows a company still firmly anchored by the iPhone, with the bulk of its quarters resting comfortably in the range where the iPhone supplies around half or more of everything Apple earns.

66%Peak ShareFY2015, the iPhone 6. ~50%FY2025 ShareToday's level. ~59%Avg Holiday QiPhone's peak quarter. 26%Services FY2025The rebalancing.

Across nearly two decades, the iPhone share of Apple net sales tells the company story more economically than almost any other figure. It rose from about a third of revenue in fiscal 2009 to a peak near two-thirds in the mid-2010s, then eased back to about half by fiscal 2026, all while swinging sharply within each year between a holiday high and a summer low. The long arc captures Apple journey from rising dependence on a single device to deliberate, successful diversification, and the seasonal sawtooth captures the launch rhythm that still governs its business. In one line, it shows both how central the iPhone remains and how much broader Apple has become around it.

The question now is where the iPhone share goes from here. If Services and new product categories keep growing faster than the iPhone, the share will continue to drift lower, and Apple will become a genuinely diversified company in which no single product dominates. If the iPhone reaccelerates, the share could

stabilise or even tick up. Either way, the trajectory of this one ratio will remain among the most telling indicators of Apple direction, a single number that distils the balance between the product that built the company and the businesses now being built around it. For all of Apple breadth, the iPhone share is still the line to watch.

FAQ

Frequently Asked Questions: iPhone Share of Revenue

The iPhone accounted for about half of Apple total revenue in fiscal 2025, and a similar level in early fiscal 2026. Within a year the share swings widely, averaging close to sixty percent in the holiday quarter and dipping toward the mid-forties in the summer quarter, because new iPhones launch each September and demand peaks over the following holidays.

The iPhone share of Apple revenue peaked in fiscal 2015, when it supplied roughly two-thirds of all sales, driven by the hugely successful larger-screen iPhone 6. In the strongest holiday quarters of that era, the iPhone accounted for close to seventy percent of Apple revenue, the high point of the company dependence on a single product.

The iPhone share has fallen not because iPhone revenue declined, but because Apple deliberately grew other businesses faster, especially high-margin Services such as the App Store, iCloud and Apple Music, along with wearables. iPhone revenue has continued to set records even as its share of the larger total eased from about two-thirds at its peak to roughly half today.

In fiscal 2025, the iPhone made up about half of Apple revenue and Services about a quarter, with the remainder split among Mac, iPad and wearables. A decade earlier the iPhone was near two-thirds and Services under a tenth, so the two have converged sharply as Apple has shifted toward a more balanced, ecosystem-driven business.

The iPhone share swings within each year because of Apple launch cadence. New iPhones arrive each September, so the following holiday quarter sees iPhone demand peak, pushing its share of revenue to its yearly high. As the year progresses and the launch fades, the share falls, reaching its low in the summer quarter before the next model resets the cycle.

Apple remains heavily reliant on the iPhone, which still supplies about half of its revenue, but it is far less dependent than it was a decade ago, when the figure approached two-thirds. By growing Services and other products, Apple has reduced the risk of relying on a single device, while keeping the iPhone as

the core of its ecosystem.

In Apple holiday first quarter, the iPhone share is at its yearly peak, averaging close to sixty percent of revenue and reaching nearly seventy percent in the strongest years of the mid-2010s. This is because new models launch in September and demand concentrates in the October-to-December holiday season, making the iPhone especially dominant in that quarter.

In recent years the iPhone share appears to have settled around half of Apple revenue, oscillating with the usual seasonal pattern but around a lower centre than at its peak. It remains large enough to be Apple core product without being so dominant that the company fortunes rest entirely on it, suggesting a relatively stable new equilibrium.

The iPhone share is calculated by dividing Apple iPhone revenue by its total net sales in a given period, expressed as a percentage. Annual shares come directly from Apple reported iPhone and total revenue. The quarterly shares shown here are modelled using the iPhone known seasonal pattern, so each year average matches the filings while the within-year swing reflects how the share actually moves.

The annual iPhone shares are exact, derived from Apple reported iPhone and total revenue in its SEC filings. The quarter-by-quarter shares are modelled using the iPhone reported seasonality, so each year average matches the filings while the within-year variation reflects the iPhone actual quarterly pattern. The approach reproduces Apple reported quarterly iPhone shares closely where those are available.

Sources

Apple Inc. - Investor Relations - Primary source for Apple iPhone and total net sales.

Apple Inc. SEC filings, Form 10-K and 10-Q (fiscal 2009-2026) - Used for iPhone net sales, Services revenue and total revenue.

iPhone share is iPhone net sales divided by Apple total net sales, in U.S. dollars. Annual iPhone shares are reported actuals; the quarter-by-quarter shares shown here are modelled using an iPhone-specific seasonal pattern, which reproduces Apple reported quarterly shares within roughly one to two percentage points. Fiscal 2026 quarters are partly estimated. Not investment advice.

STATISTICS REPORT

Apple Revenue Worldwide — Statistics & Facts 2004–2026

Updated Oct 6, 2026 · businesstats.com/total-net-sales-of-apple-since-2005

$416B FY2025 ANNUAL REVENUE	**$143.8B** Q1 FY2026 RECORD	**$109B** SERVICES REVENUE FY2025
50% IPHONE REVENUE SHARE	**+6.4%** YOY GROWTH FY2025	**2.5B** ACTIVE DEVICES

Executive Summary

Apple's Revenue Story — From Garage Startup to the World's Most Valuable Company

Few corporate revenue stories in modern history can match the scale, consistency, and structural evolution of Apple Inc. When Apple reported its fiscal year 2004 annual revenues of approximately **$8.3 billion**, the company was still primarily a personal computer maker with a promising music device — the iPod — beginning to gain mainstream traction. By the time fiscal year 2025 closed on September 27, 2025, Apple had recorded **$416.16 billion in total revenue**, a compound annual growth rate of approximately 21% sustained over more than two decades. That trajectory — marked by dramatic hardware supercycles, a decisive pivot toward high-margin digital services, and a geographic expansion that turned Apple into the dominant premium consumer electronics brand in over 100 countries — is the subject of this comprehensive statistical report.

The most recent data point in Apple's financial history is the most striking of all: **Q1 FY2026 revenue of $143.8 billion**, reported on January 29, 2026, representing a 16% year-over-year increase and Apple's highest-ever quarterly revenue. In a single three-month period, Apple generated more revenue than it did across all of fiscal year 2010 — a figure that crystallises the sheer scale of the company's growth. For broader context on how Apple's smartphone dominance underlies this performance, smartphone market share by vendor data shows Apple consistently commanding the premium segment that generates the pricing power behind these record-breaking figures.

Apple's revenue mix has transformed substantially over the reporting period. In FY2004, the Mac was the company's primary revenue source. By FY2025, the iPhone generates **50.4% of all revenue** — $209.6 billion — while Services, barely a footnote a decade ago, has grown into a **$109.2 billion annual business** crossing the $100 billion threshold for the first time in FY2025. This structural evolution — from hardware-dependent cyclicality toward a hybrid hardware-and-recurring-services model — is the defining financial story of the current decade for Apple and arguably for consumer technology more broadly.

Key Statistics at a Glance — Apple Revenue 2004–2026

METRIC	VALUE / FIGURE
Annual Revenue FY2025 (ended Sep 27, 2025)	$416.16 Billion — Record High
YoY Revenue Growth FY2025 vs FY2024	+6.43%
Annual Revenue FY2024	$391.04 Billion
Annual Revenue FY2023	$383.29 Billion
Annual Revenue FY2022 (prior record)	$394.33 Billion
Annual Revenue FY2021	$365.82 Billion
Annual Revenue FY2020	$274.52 Billion
Annual Revenue FY2015	$233.72 Billion
Annual Revenue FY2010	$65.23 Billion
Annual Revenue FY2004	$8.28 Billion
Q1 FY2026 Revenue (ended Dec 27, 2025)	$143.8 Billion — All-Time Record Quarter
Q1 FY2026 YoY Growth	+16%
iPhone Revenue FY2025	$209.59 Billion (50.4% of total)
Services Revenue FY2025	$109.16 Billion (26.2% of total)
Mac Revenue FY2025	$33.71 Billion (+12.4% YoY)
iPad Revenue FY2025	$28.02 Billion (6.7% of total)
Wearables, Home & Accessories FY2025	$35.69 Billion
Net Income FY2025	$112 Billion — Record High

Services Gross Margin (FY2025)	~73.9%
Hardware Gross Margin (FY2025)	~37.2%
Active Apple Devices Worldwide	2.5 Billion+

Historical Revenue

From $8.3 Billion to $416 Billion — Apple's Annual Revenue 2004–2025

Apple's annual revenue history can be divided into five distinct phases, each driven by a transformative product or strategic shift. Understanding each phase is essential to contextualising the current scale of Apple's financial performance and projecting its trajectory through FY2026 and beyond.

Apple Annual Revenue History — FY2004 to FY2025 (USD Billions)

FISCAL YEAR	REVENUE ($B)	YOY GROWTH	KEY DRIVER
FY2004	$8.28	33%	iPod momentum, Mac growth
FY2005	$13.93	+68%	iPod supercycle, iTunes Store
FY2006	$19.32	+39%	iPod peak, Intel Mac transition
FY2007	$24.01	+24%	iPhone launch (Jun 2007)
FY2008	$32.48	+35%	iPhone 3G, App Store launch
FY2009	$36.54	+12%	iPhone 3GS, global expansion
FY2010	$65.23	+52%	iPad launch, iPhone 4
FY2011	$108.25	+66%	iPhone 4S, Siri, iCloud
FY2012	$156.51	+45%	iPhone 5, iPad mini
FY2013	$170.91	+9%	iPhone 5S/5C, Touch ID
FY2014	$182.80	+7%	iPhone 6 early demand
FY2015	$233.72	+28%	iPhone 6 supercycle, Apple Watch launch
FY2016	$215.64	-8%	iPhone cycle slowdown
FY2017	$229.23	+6%	iPhone X launch, Services growth

FY2018	$265.60	+16%	iPhone ASP expansion, AirPods
FY2019	$260.17	-2%	China pressure, iPhone cycle
FY2020	$274.52	+6%	5G iPhone, COVID demand, Services
FY2021	$365.82	+33%	iPhone 12 5G supercycle, Apple Silicon M1
FY2022	$394.33	+8%	iPhone 14, record Services
FY2023	$383.29	-3%	Post-supercycle normalisation
FY2024	$391.04	+2%	Stabilisation, Services expansion
FY2025	$416.16	+6.4%	Record revenue — iPhone 16, Services $100B+

$416BFY2025 Revenue 50×Growth Since FY2004 ~21%20-Year CAGR $112BNet Income FY2025 +16%Q1 FY2026 Growth $143.8BRecord Quarter Q1 FY26 Apple's revenue reached an all-time high of $416.16 billion in FY2025 and set a new all-time quarterly record of $143.8 billion in Q1 FY2026. The iPhone remains the single largest revenue segment at 50.4% of total sales. Q1 FY2026 Record Quarter

$143.8 Billion — Apple's Most Profitable Quarter in History

Apple reported Q1 FY2026 revenues of $143.8 billion on January 29, 2026 — a 16% year-over-year increase and the highest quarterly revenue in Apple's history. iPhone achieved all-time revenue records across every geographic segment simultaneously, while Services reached a new all-time high. CEO Tim Cook noted the company's installed base surpassed 2.5 billion active devices — a testament to the scale of the platform Apple now operates. Diluted EPS grew 19% year-over-year to $2.84, reflecting strong operational leverage across the business.

Revenue by Segment

FY2025 Segment Breakdown — iPhone Leads, Services Hits $100 Billion Milestone

Apple reports revenue across five product and service segments: iPhone, Services, Mac, iPad, and Wearables, Home & Accessories. Understanding the relative size, growth trajectory, and margin profile of each segment is essential to understanding Apple's financial health and strategic direction. In FY2025, Apple's total revenue of **$416.16 billion** was distributed across these segments with the iPhone continuing to dominate but Services establishing itself as the company's most strategically important growth engine.

Apple Revenue by Segment — FY2025 vs FY2024 vs FY2023

SEGMENT	FY2025 REVENUE	SHARE OF TOTAL	FY2024	YOY CHANGE
iPhone	$209.59B	50.4%	$201.18B	+4.2%
Services	$109.16B	26.2%	$96.17B	+13.5%
Mac	$33.71B	8.1%	$29.98B	+12.4%
Wearables, Home & Accessories	$35.69B	8.6%	$37.01B	-3.6%
iPad	$28.02B	6.7%	$26.69B	+5.0%
Total	**$416.16B**	**100%**	**$391.04B**	**+6.4%**

iPhone — The Engine That Built a Half-Trillion-Dollar Business

The iPhone remains the undisputed financial backbone of Apple's business. At **$209.59 billion in FY2025** — approximately 50.4% of total company revenue — iPhone is not just Apple's largest product but one of the largest individual product revenue streams in the history of global commerce. Apple sold an estimated **247 million iPhones in FY2025**, a record unit volume, reflecting both the success of the iPhone 16 series and strong upgrade cycles driven by Apple Intelligence AI features. The iPhone's consistent ability to command Average Selling Prices well above $900 — compared to an industry-wide average of approximately $410 — reflects the structural pricing power that Apple's platform, software ecosystem, and brand trust confer, which is explored in detail in global smartphone market share data by vendor.

Services — Apple's $109 Billion Growth Engine

Apple's Services segment — comprising the App Store, iCloud, Apple Music, Apple TV+, Apple Arcade, Apple Pay, AppleCare, licensing revenue, and advertising — generated **$109.16 billion in FY2025**, crossing the $100 billion annual threshold for the first time. Services revenue has more than doubled since FY2020's $53 billion, delivering a five-year CAGR of approximately 15.5%. The segment is Apple's highest-margin business at approximately **73.9% gross margin** — nearly double the 37.2% hardware gross margin — making every dollar of Services growth significantly more valuable to Apple's earnings profile than hardware revenue growth. As Apple's installed base now exceeds 2.5 billion active devices, the monetisation density of the Services business has a clear structural runway for continued expansion.

Services cracked $100B for the first time in FY2025, and Services revenue has doubled since fiscal 2020. If it's a $200B business in 2030, nobody should act surprised.

— Six Colors, Apple Fiscal 2025 in Charts, November 2025

Revenue by Region

Geographic Breakdown — Americas Anchors $167B, Europe Rises, China Under Pressure

Apple reports revenue across five geographic regions: Americas, Europe, Greater China, Japan, and Rest of Asia Pacific. The geographic distribution of Apple's revenue reveals significant strategic dependencies — most critically, the company's ongoing challenge in Greater China, where local competition from Huawei and other domestic brands has intensified, and the fast-emerging opportunity in India, which Apple has identified as its next major growth market.

Americas ~$167B in FY2024 (43% of total) Apple's largest and most stable region. The United States alone accounts for approximately 33% of total company revenue. Americas holds the highest iPhone ASP globally and the deepest Services monetisation. iPhone upgrade rates and Services ARPU are highest here, driven by carrier financing programs and high household income demographics. Europe ~$101B in FY2024 (+7% YoY) Europe was Apple's strongest-growing major region in FY2024, rising 7% year-over-year despite macroeconomic headwinds. Regulatory activity — including DMA compliance in the EU — has required significant product modifications but has not materially dented demand. Services growth in Europe remains strong, with App Store and Apple Music performing well across the UK, Germany, France, and Italy. Greater China ~$67B in FY2024 (-8% YoY) Greater China is Apple's most strategically sensitive region, contributing approximately 17% of total revenue but facing intensifying competitive pressure from Huawei's Mate series, which regained premium segment share following Chinese government procurement support. Apple is responding with local manufacturing expansion, AI features specifically optimised for the Chinese market, and deepened carrier relationships to sustain iPhone upgrade volumes. Japan ~$25B — ~48% smartphone share Japan is Apple's most disproportionately dominant market globally — iPhone commands approximately 48% smartphone market share, making Japan Apple's highest-penetration major economy. Revenue here is currency-sensitive given yen volatility, which created meaningful foreign exchange headwinds through FY2023–FY2024 before moderating in FY2025. Rest of Asia Pacific ~$30B — India fastest growing India has emerged as the standout growth story within this region, posting 34% year-over-year iPhone shipment growth and now manufacturing a significant share of iPhone 15 and 16 units domestically through Foxconn and Tata Electronics facilities. Apple opened its first retail stores in India in 2023 and has identified the country as a key lever for sustaining long-term unit volume growth as Chinese demand faces structural headwinds.

Segment Deep Dives

Mac, iPad, and Wearables — The Supporting Cast Behind Apple's Revenue Record

1 Mac — $33.7B in FY2025, Boosted by Apple Silicon Upgrade CycleMac revenue reached $33.71 billion in FY2025, a 12.4% increase from $29.98 billion in FY2024 and the strongest Mac growth rate in several years. The recovery reflects the maturation of the Apple Silicon transition — as the wave of early M1/M2 adopters from 2020–2022 begins to upgrade to M3/M4-equipped models, replacement cycles are accelerating. Apple overtook Dell to claim the top position in U.S. laptop sales in Q1 2025, setting a record high for MacBook Air M3 sales. Mac gross margins have improved substantially since the Apple Silicon transition eliminated Intel licensing costs, contributing meaningfully to Apple's overall hardware margin expansion. 2 iPad — $28B in FY2025, Rebounding After Three Consecutive Down YearsiPad revenue reached $28.02 billion in FY2025, recovering from three consecutive years of decline following the pandemic-era sales surge of FY2020–FY2021. The rebound reflects a return to a rational iPad release cadence — Apple now updates the product line regularly across iPad Air, iPad Pro, iPad mini, and standard iPad tiers — and the dramatic improvement of iPadOS, which has progressively closed the gap between iPad and laptop workflows. iPad commands approximately 33–36% global tablet market share, far ahead of Samsung at approximately 19%. Analysts project iPad revenue could reach $30 billion or more in FY2026 as the FY2021 units age into upgrade eligibility. 3 Wearables, Home & Accessories — $35.7B, Navigating a Post-Peak PeriodThe Wearables, Home & Accessories segment generated $35.69 billion in FY2025, a 3.6% decline from $37.01 billion in FY2024. This segment — which includes Apple Watch, AirPods, HomePod, and accessories — experienced eight consecutive years of strong growth through FY2022 before entering a period of saturation. Apple Watch accounts for an estimated $14–18 billion of segment revenue and holds approximately 31–40% global smartwatch market share. AirPods generated an estimated $10 billion annually with 80 million units sold in FY2025. The imminent arrival of AirPods Pro 3 and new Apple Watch features — including rumoured non-invasive blood glucose monitoring — are expected to be catalysts for renewed segment growth in FY2026. 4 Services Composition — App Store, iCloud, Music, TV+, Pay, and AdvertisingApple's $109.16 billion Services business draws from multiple distinct revenue streams. The App Store ecosystem generated over $138 billion in developer earnings in the trailing twelve months — with Apple retaining 15–30% commissions. iCloud+ and Apple One subscription bundles contribute nearly 26% of total Services revenue. Apple TV+ attracted an estimated 42 million subscribers as of early 2025. Apple Music holds approximately 95 million subscribers globally.

Apple's advertising business — primarily App Store search ads — is projected to reach $10.34 billion in 2025, growing 14.7% year-over-year. Apple Pay has become more widely used than Google Pay in the United States, with approximately 54% of iPhone users activating it for in-store payments. 5 Apple Vision Pro — A New Revenue Category EmergingApple's spatial computing platform — Apple Vision Pro, launched in early 2024 at $3,499 — represents a nascent but strategically significant new revenue category. While unit volumes remain limited relative to iPhone scale, the Vision Pro establishes Apple's presence in a market that analysts project could scale dramatically through successive hardware generations and price reductions. visionOS now powers a growing app ecosystem, and Apple's internal roadmap is reported to include both a more affordable Vision headset variant and enterprise-focused configurations — suggesting this segment could become a material revenue contributor within the FY2026–FY2030 timeframe.

Revenue Growth Drivers

Six Forces Shaping Apple's Revenue Trajectory Through 2030

Apple Intelligence — AI as a Revenue Catalyst

Apple Intelligence, launched progressively from iOS 18.1 onward, embeds AI writing, image generation, Siri improvements, and priority notification summaries directly into iPhone, iPad, and Mac. Analyst consensus is that AI features are accelerating iPhone upgrade cycles — particularly among users on iPhone 13 or older devices that cannot run Apple Intelligence. This AI-driven supercycle is the primary bullish catalyst cited for FY2026 revenue projections of $440–460 billion.

Foldable iPhone — A New Premium Category in 2026

Apple is reported to be preparing a foldable iPhone for commercial launch in late 2026. With Samsung's Galaxy Z Fold series demonstrating strong premium demand for the form factor, Apple's entry — expected at a price point above $2,000 — would create an entirely new revenue-per-unit ceiling in the iPhone category, drive a discrete upgrade cycle, and potentially push iPhone ASP to new highs in FY2027.

India — Apple's Next Billion-Dollar Growth Market

India represents Apple's most compelling geographic growth opportunity. With a 34% YoY iPhone shipment increase and rapidly expanding domestic manufacturing — reducing cost exposure to U.S.–China trade tensions — India is transitioning from an emerging market opportunity to a structural revenue pillar. Apple's local retail presence, carrier financing programs, and manufacturing investments position it to capture premium market share as India's middle class expands.

Services Monetisation Density

With 2.5 billion active devices, Apple's Services ARPU (Average Revenue Per User) has room to expand significantly. The combination of new subscription tiers, Apple Pay financial services expansion into new countries, advertising business growth, and progressive iCloud storage upgrade attachment means Services growth is structural and compounding rather than dependent on hardware unit volumes — providing Apple with a durable, high-margin revenue base.

Health Technology Integration

Apple Watch's potential addition of non-invasive blood glucose monitoring — reportedly advancing through internal testing — would represent the most medically significant consumer wearable capability ever launched and could trigger a device replacement wave across Apple's entire Watch install base. With healthcare becoming an increasingly mainstream consumer priority post-pandemic, Apple's health technology roadmap represents a high-upside revenue catalyst across both hardware and Services (health data subscriptions, Apple Health integrations).

Supply Chain Diversification — India & Vietnam Manufacturing

Apple's active diversification of manufacturing away from China — toward Foxconn and Tata Electronics facilities in India, and component suppliers in Vietnam — reduces geopolitical revenue risk from U.S.–China trade disruptions. This supply chain restructuring also enables greater pricing flexibility and cost control, supporting Apple's ability to sustain hardware margins while introducing price-competitive models targeted at emerging market consumers in India and Southeast Asia.

Risk Factors & Challenges

Regulatory Headwinds, China Competition, and the Post-Supercycle Challenge

1 EU Digital Markets Act — Structural App Store Revenue RiskThe European Union's Digital Markets Act has forced Apple to allow alternative app distribution and third-party payment processors on iPhone in the EU — a structural change to the App Store model that generates a significant share of Services revenue. While Apple's initial compliance approach — maintaining fees on alternative store transactions — has been challenged by regulators, the direction of travel is toward a more open iOS ecosystem in Europe that could compress App Store gross margins over time. Apple faces similar regulatory pressure in the United States, Japan, and South Korea. 2 Greater China Competition — Huawei's ComebackHuawei's Mate 60 Pro and

subsequent models — powered by domestically produced Kirin chips — have re-established Huawei as a credible premium competitor in China's smartphone market, directly displacing some Apple iPhone demand. Combined with geopolitical tensions affecting Chinese government procurement preferences and periodic consumer nationalism sentiment, Greater China — which at its peak contributed over 25% of Apple's total revenue — has become a structurally uncertain market requiring active management rather than organic growth assumptions. 3 Hardware Revenue Cyclicality and Upgrade Cycle LengtheningThe average iPhone replacement cycle has extended from approximately 2.5 years in 2015 to over 4 years for a significant portion of Apple's user base — reflecting improved device durability, battery replacement programs, and reduced perceived innovation differentiation between generations. This structural trend places increasing pressure on Apple to deliver compelling differentiation — whether via AI features, foldable designs, or health capabilities — to maintain the upgrade volumes that sustain 50%+ revenue concentration in a single product category. 4 Foreign Exchange Headwinds on International RevenueApproximately 57% of Apple's revenue is generated outside the United States. Sustained U.S. dollar strength — particularly relative to the Japanese yen, euro, and Chinese yuan — creates meaningful revenue translation headwinds. In FY2023–FY2024, foreign exchange headwinds reduced Apple's reported revenue growth by approximately $3–5 billion annually. While currency effects normalise over multi-year periods, they create material quarter-to-quarter revenue volatility that can obscure underlying operational performance trends in Apple's reported financials.

Market Outlook

FY2026 and Beyond — The Path to $500 Billion

Apple's Q1 FY2026 revenue of **$143.8 billion — a 16% year-over-year increase** — provides a powerful signal for the full-year FY2026 trajectory. If Apple sustains high single-digit to low double-digit growth through FY2026, full-year revenue could reach **$440–460 billion**, driven by the iPhone 17 cycle, progressive Apple Intelligence feature expansion, continued Services growth compounding on the FY2025 $109 billion base, and potential contributions from new product categories including foldable iPhone and expanded Apple Watch health capabilities. The $500 billion annual revenue milestone — once regarded as a distant theoretical ceiling — has now entered the realistic planning horizon for FY2027–FY2028, assuming the AI-driven upgrade cycle sustains momentum and Services maintains its 13–15% annual growth rate.

Growth Projections Apple Revenue — The Road Ahead $440–460BProjected FY2026 $500BTarget Horizon FY2027–28 $200BServices Potential by 2030 +16%Q1 FY2026 Actual Growth 73.9%Services Gross Margin

2.5BActive Devices (Jan 2026)

Key Catalysts for Apple's Revenue Growth Through 2030

iPhone 17 Cycle and Apple Intelligence Feature ExpansionThe iPhone 17 series, expected for release in September 2026, is anticipated to include the first Apple-designed foldable form factor variant alongside conventional models. Continued rollout of Apple Intelligence features — including expanded Siri capabilities, AI-powered camera processing, and health coaching features — is expected to drive upgrade volumes among the substantial base of users on pre-iPhone 15 devices that cannot access the full AI feature set. Services Compounding on a $109B BaseApple's Services segment is growing at approximately 13–15% annually on an increasingly large base. App Store ecosystem expansion — particularly in emerging markets — combined with Apple Pay geographic rollout, Apple TV+ content investment, and the expanding Apple One bundle are structural growth drivers that do not require hardware unit volume growth to deliver meaningful incremental revenue and earnings. India Market PenetrationIndia represents a market where Apple has low current penetration — iPhone market share remains in the low-to-mid single digits by volume — but extremely high aspirational demand. As Apple's local manufacturing enables more competitive pricing, as India's smartphone-capable consumer class expands, and as the Services ecosystem matures in the Indian market, India is positioned to add several billion dollars of incremental annual revenue within the FY2026–FY2030 window. Apple Vision Pro and the Spatial Computing CategorySuccessive generations of Apple Vision Pro — at progressively lower price points — are expected to expand the addressable market for spatial computing from the current early adopter base toward mainstream consumer and enterprise segments. If Apple can deliver a Vision device in the $1,000–$1,500 range by FY2027–FY2028, the platform could generate $10 billion or more in annual hardware revenue, with an attached spatial computing Services layer on top. Health Technology — Non-Invasive Blood Glucose as a CatalystNon-invasive blood glucose monitoring on Apple Watch — if successfully commercialised and FDA-cleared — would represent the most medically significant consumer technology feature since the iPhone itself. The addressable market includes 537 million people globally living with diabetes, hundreds of millions more with pre-diabetes risk, and the broader population interested in metabolic health monitoring. A feature at this level of clinical significance could trigger the kind of mass upgrade cycle not seen since the original iPhone launch.

FAQ

Frequently Asked Questions

Apple's total revenue for fiscal year 2025 (ended September 27, 2025) was **$416.16 billion**, a 6.43% increase over fiscal year 2024's $391.04 billion. This marked Apple's highest-ever annual revenue, driven by iPhone growth of 4.2%, Mac growth of 12.4%, and Services crossing $100 billion for the first time at $109.16 billion. Net income also hit a record of $112 billion in FY2025.

Apple posted a record quarterly revenue of **$143.8 billion in Q1 FY2026** (the quarter ended December 27, 2025), up 16% year-over-year and representing the highest single-quarter revenue in Apple's history. iPhone achieved all-time records across every geographic segment simultaneously. Diluted earnings per share grew 19% to $2.84. The installed base surpassed 2.5 billion active devices as of January 2026.

The **iPhone** is Apple's largest revenue segment at $209.59 billion in FY2025 — approximately 50.4% of total revenue. The iPhone's dominance reflects its role as the primary entry point into Apple's ecosystem. However, **Services** is the fastest-growing segment at $109.16 billion (+13.5% YoY) and the highest-margin at ~73.9% gross margin, making it the most strategically important driver of long-term earnings growth.

Apple's revenue grew from approximately **$8.3 billion in FY2004** to **$416.16 billion in FY2025** — a 50-fold increase over 21 years at a compound annual growth rate of approximately 21%. Key inflection points include FY2007 (iPhone launch), FY2010 (iPad + iPhone 4), FY2015 (iPhone 6 supercycle), FY2021 (5G + Apple Silicon), and FY2025 (Services milestone + AI-driven upgrade cycle).

Apple's Services segment generated **$109.16 billion in FY2025** — crossing the $100 billion annual threshold for the first time. Services revenue has more than doubled since FY2020's $53 billion, at a 5-year CAGR of approximately 15.5%. The segment includes the App Store, iCloud, Apple Music (~95M subscribers), Apple TV+ (~42M subscribers), Apple Pay, AppleCare, and advertising, with a gross margin of approximately 73.9% — nearly double Apple's hardware margin.

The **Americas** is Apple's largest revenue region at approximately $167 billion in FY2024 (43% of total), with the United States contributing around 33% of total revenue. Europe contributed approximately $101 billion (+7% YoY), while Greater China brought in approximately $67 billion (-8% YoY) — the only major region to decline, due to Huawei competition and market dynamics. India is Apple's fastest-growing market with 34% YoY iPhone shipment growth.

Apple's Q1 FY2026 revenue of $143.8 billion (+16% YoY) suggests a strong FY2026 trajectory, with analysts projecting full-year FY2026 revenue of **$440–460 billion**. Longer-term, the $500 billion milestone is within reach by FY2027–FY2028 given continued iPhone upgrade cycles driven by Apple Intelligence,

Services compounding on a $109B base, India expansion, and potential foldable iPhone revenue contribution. Services alone could reach $200 billion annually by 2030 at its current growth trajectory.

Data Sources & References

Primary: Apple Inc. — Q1 FY2026 Earnings Release, January 29, 2026 (Apple Newsroom)

Primary: MacroTrends — Apple Annual Revenue History 2004–2025

Additional: Apple Inc. Annual SEC 10-K Filings (FY2004–FY2025) · Business of Apps Apple Statistics 2026 · Counterpoint Research Global Smartphone Market Share · Statista Apple Revenue Dataset 2004–2025 · Six Colors Apple FY2025 Annual Charts · Bullfincher Apple Revenue by Segment Analysis

Apple Revenue AAPL Statistics iPhone Revenue Apple Services FY2025 FY2026 Annual Revenue History Segment Breakdown Tech Industry Consumer Electronics Industry Report

STATISTICS REPORT

Wearables shipments share worldwide quarterly 2014-2026, by vendor

Updated Jun 19, 2026 · businesstats.com/quarterly-wearables-shipments-worldwide-market-share-by-vendor

~21% APPLE NOW	~33% APPLE PEAK	~13% XIAOMI
~11% HUAWEI	~45% FITBIT 2014	0% FITBIT TODAY

Overview

Share of wearables unit shipments worldwide from 1st quarter 2014 to 4th quarter 2026, by vendor

The wearables market, spanning smartwatches, fitness bands and ear-worn devices, has been one of the most turbulent in consumer technology. Leaders have risen and fallen repeatedly: Fitbit dominated early, Apple surged to the top, and a wave of Chinese and Indian brands crowded in behind. This report tracks worldwide wearables shipment market share by vendor, quarter by quarter, from the first quarter of 2014 to the fourth quarter of 2026.

Apple leads the market today, but by a far smaller margin than at its peak. From a high near a third of all wearables shipments around 2020, Apple share has fallen back toward the low twenties as rivals grew. The full ranking of wearables vendors is tracked in our wearables vendor market share analysis; here the focus is on how the leadership has shifted over more than a decade. The turnover has been relentless. Each era produced a new front-runner, only for it to fade. Stability has been the exception, not the rule. The wearables market rewards the relentless. Patient, steady vendors gained while bold leaders faded. Consistency outlasted spectacle in this market. Slow accumulation beat sudden surges over time. The steady, patient climbers proved to be the real long-term winners here.

Wearables Market Share by Vendor, 2014-2026 (%)Quarterly shipment share of the major wearables vendors.

Data:

Worldwide wearables shipment market share by vendor, Q1 2014 to Q4 2026, compiled by BusinessStats from IDC trackers.

Note:

Shares are based on units shipped, in percent, and cover smartwatches, wristbands and ear-worn devices. Recent quarters use reported figures; older quarters are reconstructed from documented data, interpolated between well-documented anchor points. Quarters from Q2 2026 are estimates.Switch views with the toolbar.

Behind Apple, the field is crowded and fragmented. Xiaomi holds a steady share on the strength of cheap fitness bands, Huawei has surged with smartwatches, Samsung has slipped, and a long tail of brands, including India boAt and many ear-worn makers, fills out the rest. The Apple Watch and AirPods that drive Apple share are part of the segment tracked in our Apple Watch and AirPods sit in the wearables line, part of the segment tracked in our Apple revenue by segment analysis.

A note on the data. Shares are based on units shipped, in percent, covering smartwatches, wristbands and ear-worn devices. Recent quarters use figures reported by IDC; older quarters are reconstructed from documented data, interpolated between anchor points. Figures from the second quarter of 2026 are estimates. Category definitions for wearables have shifted over time, so long-run comparisons are indicative. Like-for-like reading across the full period needs that caveat. The category of 2014 is not quite the category of 2026. Definitions widened as earbuds joined the count. That broadening reshaped the share picture itself. Adding earbuds changed who counted as a leader. The hearables boom rewrote the rankings. Earbuds became the largest slice of all. Hearables now drive the bulk of all wearables volume.

Market Share Data Table

Wearables Market Share by Vendor, Selected Quarters

Worldwide Wearables Market Share by Vendor, Selected Quarters (%)Click any column to sort

QUARTER	APPLE	XIAOMI	HUAWEI	FITBIT
Q1 '14	1%	4%	0%	45%
Q4 '15	9%	21%	2%	27%
Q4 '17	19%	13%	4%	15%

Q4 '19	30%	12%	9%	5%
Q4 '20	33%	12%	11%	3%
Q4 '22	28%	12%	8%	0%
Q4 '23	25%	12%	9%	0%
Q4 '24	23%	12%	10%	0%
Q4 '25	22%	12%	10%	0%
Q4 '26	22%	13%	11%	0%

The table lists the worldwide wearables market share of the leading vendors at key points from 2014 to 2026. It shows Fitbit falling from dominance to nothing, Apple rising to lead and then easing back, and Xiaomi and Huawei climbing. Sorting the columns reveals how completely the leadership of this market has churned over the period. Each leader eventually yielded to the next. The pattern of succession has been remarkably consistent. One name rises, peaks, and is overtaken in turn. The cycle has repeated throughout the decade.

Latest Snapshot

Wearables Market Share by Vendor: The Latest Snapshot

Seen as a snapshot, the latest quarter shows a fragmented market led by Apple. Apple holds roughly a fifth of shipments, with Xiaomi near 13 percent, Huawei around 11 percent, Samsung lower, and a large share spread across many smaller brands. No vendor dominates the way the market leader once did.

This fragmentation sets wearables apart from phones or tablets. Where those markets are led by one or two strong vendors, wearables are split among at least four meaningful players plus an enormous long tail, reflecting how many companies, from earbud makers to fitness-band specialists, compete in the category. The contrast with Apple concentrated phone position is stark, as our smartphone market share by vendor analysis shows.

Wearables Market Share by Vendor, Latest Quarter (%)The latest quarter as a share of the whole market.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The crowded field reflects the breadth of the wearables category. Smartwatches, simple fitness bands and wireless earbuds are very different products, each with its own leaders, yet all counted as wearables. This diversity keeps any single vendor from dominating and makes the market unusually competitive, a dynamism that contrasts with the steadier patterns in our New entrants keep arriving, a dynamism that contrasts with the steadier patterns in our big tech revenue comparison analysis.

Apple Over Time

Apple Wearables Market Share Over Time: Rise, Peak, Decline

Apple journey in wearables is the central story: a dramatic rise, a peak, and a long, slow decline from it. From nothing before the Apple Watch launched in 2015, Apple climbed rapidly as the Watch and then AirPods caught on, reaching a peak near a third of all wearables shipments around 2020. Since then, its share has steadily eased. The descent has been gradual but persistent. Apple gave back share almost every year after its peak. The decline was steady rather than sudden.

The peak was powered above all by AirPods, which turned Apple into the dominant force in the ear-worn segment and lifted its overall wearables share to its high point. The Apple Watch added a commanding position in premium smartwatches. Together they made Apple the clear leader, a position built on the same ecosystem strength seen in our AirPods and Watch reinforced each other, a position built on the same ecosystem strength seen in our Apple iPhone revenue analysis.

Apple Wearables Market Share, 2014-2026 (%)Apple share climbing to a peak near a third, then easing back.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views

with the toolbar.

The decline since 2020 came not because Apple shrank but because the rest of the market grew faster, especially cheap bands and smartwatches from Chinese and Indian brands. Apple suffered a notable run of seven consecutive quarters of year-over-year decline before recovering in late 2025, a dip that nonetheless left it the overall leader, as our The slide hurt but never toppled it, a dip that nonetheless left it the overall leader, as our Apple total revenue analysis reflects.

Year by Year

Apple Wearables Share: Year-over-Year Gains and Losses

Charting Apple year-over-year share change makes the rise and fall vivid. Apple gained share strongly in the late 2010s as AirPods took off, peaked around 2020, then posted a string of negative years as rivals grew faster, before stabilising. The swing from strong gains to repeated losses captures the maturing of the market. Hyper-growth gave way to steady competition. The early surge could not last forever. A mature market replaced the boom. Competition normalised what hype had inflated. The AirPods surge was always going to fade. No single product can hold an inflated share forever. Markets always broaden around a breakout hit.

The negative years were not a collapse but a normalisation. After AirPods one-off surge lifted Apple to an unusually high share, the market broadened and Apple settled back toward a more sustainable lead. The losses reflected rivals growth, especially in low-cost bands, rather than any weakness in Apple own products, a nuance echoed in our Apple Services revenue analysis.

Apple Wearables Share: Year-over-Year Change (pp)How much Apple share rose or fell each year.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The recent return toward stability suggests the worst of Apple decline is past. After seven straight quarters of year-over-year drops, Apple returned to growth in late 2025 on the back of a broad product refresh. The year-over-year pattern points to a vendor that overextended at its peak and has since found a more durable level, a resilience that supports our The peak was unsustainable; the recovery is not, a level that supports our tech revenue comparison analysis.

Full Composition

Wearables Market Composition by Vendor: A Churn of Leaders

Viewed as a full composition over time, the wearables market shows a remarkable churn of leaders. In 2014, Fitbit and a handful of fitness-band makers filled most of the chart. By 2020, Apple had become the largest single slice. And by 2026, the market is split more evenly among Apple, Xiaomi, Huawei, Samsung and a broad field of others. The pie is sliced far more thinly than before. Four strong vendors now share what one once dominated. The market has no single ruler today. Power is shared as never before.

The stacked view highlights how the total has been redistributed rather than simply growing. As Fitbit collapsed, its share flowed to Apple, Xiaomi and others. As Apple eased from its peak, its lost share spread among Huawei, Xiaomi and Indian brands. The market has been in constant internal flux even as overall shipments grew. Beneath the growth, leaders kept trading places. Rising shipments hid a constant reshuffling of rank. Total growth masked fierce competition within.

Wearables Market Composition by Vendor, 2014-2026 (%)All vendors stacked, showing the shifting balance.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

What the composition makes clear is that no single vendor has held the wearables market the way Apple holds tablets or Android holds phones. The category is simply too broad, spanning earbuds, watches and bands, for one company to dominate, leaving a perpetually contested market unlike the settled duopolies in

our The breadth of products keeps it open, unlike the settled duopolies in our mobile operating system market share analysis.

The Fall of Fitbit

Fitbit Wearables Market Share: From Leader to Zero

No part of the wearables story is more dramatic than the rise and fall of Fitbit. The original wearables pioneer, Fitbit dominated the early market with its fitness bands, holding close to half of all shipments in 2014. Within a few years it had collapsed almost to nothing, overtaken by Apple, Xiaomi and the smartwatch era. The pioneer was swept aside by the platforms it helped create. Fitbit opened the market and then lost it. Its trackers could not match full smartwatches. The category outgrew the products that started it. Simple bands gave way to full-featured devices.

Fitbit fall mirrors the classic pattern of a first mover overtaken by larger, better-resourced rivals. As Apple and Samsung brought full smartwatches and Xiaomi flooded the market with cheap bands, Fitbit simpler fitness trackers lost their appeal. The company was eventually acquired by Google in 2021, ending its run as an independent force.

Fitbit Wearables Market Share, 2014-2026 (%)Fitbit usage share collapsing from near half the market.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The lesson of Fitbit is how quickly leadership in wearables can evaporate. A company that defined the category and led it outright was reduced to irrelevance in a few years, a collapse as sharp as any in technology. Its fate is a reminder that early dominance guarantees nothing in a market this fast-moving.

Latest Standings

Wearables Vendor Market Share: The Current Ranking

Ranked by share in the most recent quarter, the order is Apple, Xiaomi, Huawei and Samsung, with a very large combined share held by many other brands. Apple leads at roughly a fifth of shipments, but the gap to second place is far smaller than the leads enjoyed by the top vendors in phones or tablets.

The closeness of the ranking reflects the fragmented nature of the market. In any given quarter, the order beneath Apple can shift, with Xiaomi, Huawei and Samsung trading places depending on product launches and regional demand. Huawei in particular has surged, even overtaking Apple in wrist-worn shipments in early 2025 before Apple recovered. The lead changed hands and then changed back. Huawei surge proved real but not permanent. Apple reclaimed the overall lead by year-end. Its full-year position stayed secure.

Wearables Vendor Ranking, Latest Quarter (%)Vendors ranked by share of shipments.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The large share held by other vendors underlines how open the market remains. Brands like India boAt dominate local markets, while countless earbud and fitness-band makers each hold small slices. This long tail, larger than in most device markets, keeps the wearables category competitive and hard to consolidate, a fragmentation visible in our tablet vendor market share analysis by contrast.

The Reordering

Wearables Market Share by Vendor, 2014 to 2026

Tracing each vendor from 2014 to 2026 captures the full reordering at a glance. Fitbit falls from near the top to zero. Apple rises from nothing to the lead. Xiaomi climbs and holds. Huawei rises from zero to a solid share. And Samsung drifts modestly. The lines cross repeatedly over the decade.

The slope of each vendor tells its story. Apple steep climb and gentle decline trace its rise to dominance and partial retreat. Fitbit plunge marks the sharpest fall. The Chinese vendors steady upward slopes show their patient accumulation of share, built on volume and value rather than on a premium strategy.

Wearables Share, 2014 to 2026: The Shift (%)Each vendor traced from its 2014 share to its 2026 share.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

Taken together, the slopes show a market that ended the period far more balanced than it began. The dominance of single vendors, first Fitbit, then Apple, gave way to a multi-player contest. The wearables market of 2026 is more competitive and more fragmented than at any point in its history, a market no longer ruled by one name. Many vendors now share what one once held. Concentration gave way to genuine fragmentation. The market is broader now than ever before. Dozens of brands hold a meaningful slice.

Apple Seasonality

Apple Wearables Market Share and the Holiday Peak

Apple wearables share follows a clear seasonal rhythm, peaking in the holiday fourth quarter and dipping in the first. New Apple Watch and AirPods models launch in the autumn, driving a surge of holiday sales, after which share falls back until the next cycle. The swing between Apple peak and trough quarters can be several points. The seasonal swing is wide enough to mislead. A single quarter can paint a false picture.

This seasonality reflects Apple gift-heavy product mix. AirPods and Apple Watches are popular presents, concentrating sales in the fourth quarter, while rivals selling cheaper bands across the year show flatter patterns. The result is that Apple often leads comfortably in the holiday quarter but slips closer to its rivals in the first quarter as the holiday surge fades. The pattern repeats almost every year. Autumn launches lift Apple; spring brings it back down. The cycle is as predictable as the seasons.

Apple Average Wearables Share by Calendar Quarter (%)Apple share is highest in the holiday fourth quarter.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The seasonal pattern explains some of the apparent volatility in Apple share. A weak first quarter, when Apple share is naturally low, can make headlines about Apple losing the lead, only for the holiday quarter to restore its position. Reading Apple wearables share requires accounting for this rhythm, which exaggerates both its dips and its peaks. Context matters when reading any single quarter. The full-year view is far steadier than any one period. Annual figures smooth out the quarterly noise. The yearly trend is the one that matters.

Share Shifts

Change in Wearables Market Share by Vendor, 2014-2026

Measuring the change in each vendor share from 2014 to 2026 shows a sweeping reordering. Apple is the biggest gainer over the full period, rising from nothing to the lead. Huawei and Xiaomi also gained substantially. The great loser is Fitbit, which fell from market leader to zero, with several early brands vanishing alongside it. A whole generation of pioneers disappeared. Jawbone, Pebble and others vanished alongside Fitbit decline.

These shifts capture two waves of change. First, the smartwatch and earbud era swept away the simple fitness-band pioneers like Fitbit, handing share to Apple and the full-featured players. Then, the rise of cheap Chinese and Indian devices eroded Apple peak share, redistributing it across a broader field of vendors.

Change in Wearables Share by Vendor, 2014 to 2026 (pp)Percentage-point gain or loss for each vendor.

Data:

Derived from worldwide wearables shipment market share, compiled by BusinessStats from IDC.

Note:

Year-over-year changes, seasonality, the duopoly composition, share-point shifts and combined shares are calculated from the vendor share series. Older quarters are reconstructed; Q2 2026 onward are estimates. Trackers differ, and category definitions for wearables have changed over time.Switch views with the toolbar.

The net result over the decade is a market transformed twice: from fitness-band makers to Apple dominance, and then from Apple dominance to a fragmented multi-vendor contest. Few markets have reordered so thoroughly in so short a time, leaving a category that remains genuinely competitive, a churn rarely matched in any consumer-tech market. The wearables market reordered itself twice over. First the smartwatch era, then the budget wave. Two distinct shifts remade the market in turn.

~21%Apple NowMarket leader. ~33%Apple PeakAround 2020. ~45%Fitbit 2014Then collapsed. 47MQ1 2026Units shipped.

The worldwide wearables market from 2014 to 2026 is a story of repeated upheaval. Fitbit, the early leader with nearly half the market, collapsed to nothing. Apple rose on the strength of the Apple Watch and AirPods to peak near a third of shipments, then eased back toward the low twenties as rivals grew. Xiaomi and Huawei climbed steadily, and a broad field of other brands filled the rest. The result is the most crowded major device market. No category spreads its share so widely. Wearables remain the hardest market to consolidate. Its breadth defies any single winner.

More than any single figure, it is the churn that defines the wearables market. Leaders have risen and fallen within a few years, no single vendor has held the category the way Apple holds tablets, and the field remains crowded with watch, band and earbud makers. Apple still leads, but its narrower margin and the constant reshuffling beneath it mark wearables as the most contested of the major device markets, a competitiveness that anchors the wider Apple story in our biggest companies by market value analysis.

FAQ

Frequently Asked Questions: Wearables Market Share by Vendor

Apple leads the worldwide wearables market in 2026, holding roughly a fifth of unit shipments, ahead of Xiaomi (around 13 percent), Huawei (about 11 percent) and Samsung. However, Apple's lead is far narrower than at its peak around 2020, when it held close to a third of the market. The category is highly

fragmented, with a large combined share held by many smaller brands, including earbud and fitness-band makers.

Apple holds roughly a fifth of worldwide wearables shipments in 2026, down from a peak near a third around 2020. Its share is highly seasonal, peaking in the holiday fourth quarter, when new Apple Watch and AirPods models drive sales, and dipping in the first quarter. In Q1 2025, Apple's share fell to about 17 percent, and Huawei briefly overtook it in wrist-worn devices, before Apple recovered later in the year.

Apple's wearables share fell from its 2020 peak not because Apple shrank but because the rest of the market grew faster. Cheap fitness bands and smartwatches from Chinese brands like Xiaomi and Huawei, and Indian brands like boAt, expanded rapidly, especially in emerging markets. After the one-off surge that AirPods gave Apple, the market broadened and Apple settled back toward a more sustainable, though still leading, share.

Fitbit, the original wearables pioneer, dominated the early market with close to half of all shipments in 2014, on the strength of its fitness bands. But as Apple, Samsung and others brought full smartwatches and Xiaomi flooded the market with cheap bands, Fitbit's simpler trackers lost appeal. Its share collapsed almost to nothing within a few years, and the company was acquired by Google in 2021, ending its run as an independent force.

Huawei overtook Apple in global wrist-worn device shipments (smartwatches and wristbands) in the first quarter of 2025, after Apple had posted seven consecutive quarters of year-over-year decline. Huawei's rise was driven by strong demand in China, helped by government subsidies and its HarmonyOS ecosystem. However, Apple recovered later in 2025 with a broad product refresh and remained the overall wearables leader across the full year.

Wearables, as tracked by IDC, include three main categories: smartwatches (like the Apple Watch), wristbands or fitness trackers (like Xiaomi's Mi Band and the original Fitbit), and ear-worn devices or hearables (like AirPods). Ear-worn devices are actually the largest segment by volume. Because the category spans such different products, each with its own leaders, the overall wearables market is far more fragmented than narrower categories like smartphones or tablets.

The wearables market is fragmented because it spans very different products, smartwatches, fitness bands and wireless earbuds, each with its own set of leaders. No single company is strongest across all three. Apple leads in premium watches and earbuds, Xiaomi in cheap bands, Huawei in Chinese smartwatches, and countless other brands compete in earbuds and regional markets. This breadth keeps any one vendor from dominating the way they can in phones or tablets.

Apple launches new Apple Watch and AirPods models each autumn, and these devices are popular holiday gifts, concentrating Apple's sales in the fourth quarter. As a result, Apple's wearables share peaks in that quarter and dips in the first quarter of the following year. Rivals that sell cheaper bands steadily across the year show flatter patterns, so Apple often leads comfortably at the holidays but slips closer to its rivals early in the year.

The global wearables market shipped about 47 million units in the first quarter of 2026, a year-over-year increase of around 2 percent, according to IDC. Of that, smartwatches accounted for roughly 37 million units and wristbands about 10 million, with ear-worn devices counted separately in some definitions. The market recovered through 2025 after a difficult 2024, helped by smartwatch demand and government subsidies in China.

The wearables market has been transformed twice since 2014. First, the early dominance of fitness-band makers like Fitbit gave way to Apple, which rose on the Apple Watch and AirPods to peak near a third of shipments around 2020. Then, the rise of cheap Chinese and Indian devices eroded Apple's lead, spreading share across Xiaomi, Huawei, Samsung and many others. The result is a far more fragmented and competitive market than a decade ago.

Sources

IDC Worldwide Quarterly Wearable Device Tracker and Counterpoint Research - Source for wearables shipment market share by vendor.

IDC Wearable Devices Market Share - Reference for recent quarterly wearables vendor shipments and share.

Market share is based on units shipped, in percent, covering smartwatches, wristbands and ear-worn devices. Apple leads but its share has fallen from a peak near a third of shipments around 2020 to roughly a fifth, as Fitbit collapsed and Xiaomi, Huawei and Indian brands rose. Older quarters are reconstructed from documented data; figures from Q2 2026 onward are estimates. Category definitions have changed over time and trackers differ, so figures are indicative of scale and trend.

STATISTICS REPORT

Tablet market share worldwide Q1 2025-Q1 2026, by vendor

Updated Jun 19, 2026 · businesstats.com/market-share-held-by-tablet-vendors

~40% APPLE Q1'26	+7.9% IPAD GROWTH	~17% SAMSUNG Q1'26
14.8M IPADS SHIPPED	37M MARKET SIZE	+2.9pp APPLE GAIN

Overview

Share of tablet shipments worldwide in 1st quarter 2025 and 1st quarter 2026, by vendor

The tablet market is the one device category where Apple is not merely a leader but a dominant force. In the first quarter of 2026, Apple iPad held about 40 percent of worldwide tablet shipments, more than twice the share of its nearest rival. This report compares tablet market share by vendor between the first quarter of 2025 and the first quarter of 2026, showing who gained, who lost, and how Apple extended its lead. The year-over-year picture is unusually clear-cut. Apple rose while most rivals fell, a simple and stark divide. Few quarters produce such a clean separation of winners and losers. The Q1 2026 results drew a sharp line through the field. Apple and a couple of Android risers pulled clear of the rest. The middle of the pack simply gave way. Only the very strongest vendors held firm. Everyone else surrendered some ground. The flat market left no room for the weak to grow.

The headline is that Apple grew stronger. Its share rose from about 37 percent in the first quarter of 2025 to roughly 40 percent a year later, on shipments of 14.8 million iPads, up nearly 8 percent. The full ranking of tablet vendors is tracked in our tablet vendor market share analysis; here the focus is on the year-over-year shift between these two quarters. The comparison isolates the latest competitive moves. By holding the season constant, it shows the true underlying trend. Year-on-year is the fairest way to read a seasonal market. It strips out the holiday swings that distort raw quarters. That makes the year-on-year shift the most reliable signal. Seasonal quarters can mislead; annual comparisons rarely do. The like-for-like view

tells the real story.

Tablet Market Share by Vendor: Q1 2025 vs Q1 2026 (%)Share of shipments for each vendor, year over year.

Data:

Worldwide tablet shipment market share by vendor, first quarter of 2025 and first quarter of 2026, compiled by BusinessStats from IDC and Omdia trackers.

Note:

Shares are based on units shipped, in percent. The total market was about 37 million units in each quarter. Trackers differ slightly in their estimates, and figures for smaller vendors are approximate.Switch views with the toolbar.

Beneath Apple, the field reshuffled. Lenovo and Huawei posted strong growth, while Samsung and Xiaomi declined. The overall market was essentially flat, with total shipments of about 37 million units in each quarter, as the post-pandemic replacement cycle cooled. Apple strengthening grip on a stagnant market is the story of the year, a dominance reflected in our Apple did not just hold its lead; it widened it, a dominance reflected in our iPad share of Apple revenue analysis.

A note on the data. Shares are based on units shipped, in percent, drawn from IDC and Omdia trackers. The two firms differ slightly in their exact figures, and shipments for smaller vendors are approximate. The comparison covers the first quarter of 2025 and the first quarter of 2026, a clean year-over-year window that isolates the latest competitive shifts. Comparing the same quarter a year apart removes seasonal noise. Tablet sales swing with holidays and school terms, so like-for-like matters. The same-quarter comparison keeps the playing field level. It is the cleanest read on who is really gaining ground. No other comparison cuts through the noise so well.

Market Share Data Table

Tablet Vendor Share and Shipments, Q1 2025 vs Q1 2026

Tablet Vendor Share and Shipments, Q1 2025 vs Q1 2026Click any column to sort

VENDOR	SHARE Q1 2026	SHARE Q1 2025	UNITS Q1 2026	UNITS Q1 2025
Apple	40.1%	37.2%	14.8M	13.7M

Samsung	16.5%	19.0%	6.1M	7.0M
Lenovo	9.5%	7.6%	3.5M	2.8M
Huawei	8.4%	7.6%	3.1M	2.8M
Xiaomi	7.0%	8.1%	2.6M	3.0M
Others	18.5%	20.5%	6.9M	7.6M

The table lists each leading tablet vendor share and shipments in the first quarter of 2025 and the first quarter of 2026, along with the change. It shows Apple extending its lead, Lenovo and Huawei gaining, and Samsung and Xiaomi slipping. Sorting the columns highlights the divide between the vendors that grew and those that shrank over the year. The gap between winners and losers was wide. Three vendors grew while three shrank, with little middle ground. The market split cleanly into risers and fallers. There was almost no middle ground between them. The divide between risers and fallers was unusually sharp. Vendors landed firmly on one side or the other.

Q1 2026 Snapshot

One Vendor Towers

Seen as a snapshot, the first quarter of 2026 tablet market is overwhelmingly shaped by one company. Apple 40 percent share towers over Samsung at about 17 percent, Lenovo near 10 percent, Huawei around 8 percent and Xiaomi at 7 percent. No other category of consumer device is so thoroughly led by a single vendor. Apple share dwarfs anything seen in phones or PCs. The iPad lead is unmatched across Apple lineup. No other product owns its category so fully. The iPad is Apple clearest market win. Nothing else in the Apple lineup leads its category so decisively.

This concentration sets tablets apart from smartphones. In phones, Apple holds only about 18 percent, neck and neck with Samsung, as shown in our smartphone market share by vendor analysis. In tablets, Apple share is more than double that, and its lead over the second-placed vendor is enormous. The iPad is Apple strongest position in any hardware market. No other Apple product leads its category so decisively. Not the iPhone, not the Mac, not the Watch comes close. Tablets are where Apple dominance is most complete. The iPad outshines every other product in its lane. It is the clearest example of Apple category dominance. No competitor has come close in over a decade.

Tablet Market Share by Vendor, Q1 2026 (%)The latest quarter as a share of the whole market.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The reason is the structure of the market. The premium tablet segment, where Apple competes, is far larger relative to the whole than the premium smartphone segment, and Android tablets are fragmented across many vendors and seen by many buyers as secondary devices. The result is a market where the iPad is the default choice, a dominance that anchors our Buyers treat the iPad as the default tablet, a dominance that anchors our Apple revenue by segment analysis.

By Units

Shipments Compared

Measured in units rather than share, the picture is just as clear. Apple shipped 14.8 million iPads in the first quarter of 2026, up from 13.7 million a year earlier, a gain of nearly 8 percent in a flat market. Every unit Apple added came at the expense of rivals, since the overall market barely grew. Apple gains had to come straight out of rivals volumes. Every extra iPad sold meant a lost Android sale. The zero-sum quarter favoured the strong. Weak vendors had nowhere to hide.

Among the other vendors, the unit trends diverged sharply. Lenovo shipments jumped by roughly a quarter and Huawei by about a tenth, while Samsung fell more than 10 percent and Xiaomi nearly 14 percent. The market did not grow, so these were zero-sum shifts, with the gainers taking share directly from the losers. In a flat market, that is the only way to grow. Share had to be seized rather than created.

Tablet Shipments by Vendor: Q1 2025 vs Q1 2026 (millions)Units shipped by each vendor, year over year.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The unit figures underline how concentrated the growth was. With the total market flat at about 37 million units, only a handful of vendors, Apple, Lenovo and Huawei, actually grew, while the rest contracted. In a stagnant market, share gains require taking volume from competitors, a dynamic that favours the strongest brands, as our Stagnant markets reward incumbents, a dynamic that favours the strongest brands, as our tech revenue comparison analysis shows.

Winners and Losers

Growth Diverges

Ranked by year-over-year shipment growth, the winners and losers are stark. Lenovo led with growth of around 25 percent, followed by Huawei near 11 percent and Apple at almost 8 percent. On the other side, Xiaomi fell about 14 percent and Samsung roughly 13 percent, the steepest declines among the major vendors. Both lost ground while the leaders pulled away. The gap between top and bottom widened further. Strength and weakness pulled the field apart.

Lenovo surge reflects an aggressive push into both consumer and education tablets, with new models and pull-forward shipments ahead of expected price increases. Huawei growth, despite restrictions, came from new launches and strength in its home market. Both gained at the expense of Samsung and Xiaomi, which faced intense price competition. The budget end of the market proved brutally competitive. Thin margins left little room for weaker players. Price wars punished the cheapest tablets hardest. The squeeze fell most heavily on budget models. Cheap tablets had the least room to absorb pressure.

Tablet Shipment Growth by Vendor, Q1 2026 (% YoY)Year-over-year change in shipments by vendor.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

Samsung decline is the most striking, given it is the largest Android tablet vendor. It faced heavy promotional pressure and a slowdown in commercial projects, losing both share and volume. Xiaomi, smaller and more exposed to the budget segment, fell even faster, a vulnerability that contrasts with Apple premium resilience in our Apple iPhone revenue analysis.

Rankings

The Order of Vendors

Ranked by share in the first quarter of 2026, the order is Apple, Samsung, Lenovo, Huawei and Xiaomi, with all other vendors together making up the remainder. Apple 40 percent is more than double Samsung 17 percent, and the gap between first and second is larger than the entire share of the third, fourth and fifth vendors combined. That is an extraordinary margin for any market leader. Few companies dominate a category so completely. The iPad rule over tablets is near-total. No rival approaches its scale.

This ranking has been stable at the top for years, with Apple and Samsung locked into first and second. The movement is further down, where Lenovo has overtaken Huawei and Xiaomi to secure a clear third place. The battle for the lower podium positions is where most of the competitive action now happens. The lower podium is where the real fight unfolds. Lenovo, Huawei and Xiaomi jostle constantly for position. The order beneath the top two keeps reshuffling.

Tablet Vendor Ranking by Share, Q1 2026 (%)Vendors ranked by share of shipments.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The stability at the top reflects Apple structural advantages: a premium brand, a tightly integrated ecosystem and a tablet that doubles as a productivity device. No Android vendor has been able to challenge the iPad at the high end, leaving them to compete among themselves for the remaining share, a pattern of deeply entrenched leadership at the very top. The top two positions look unassailable for now. No challenger is positioned to displace either. The leadership has calcified at the very top. Apple and

Samsung look locked into first and second. Their grip on the top has held for years. No challenger looks ready to break it. The top two seem firmly entrenched.

Share Shifts

Points Gained and Lost

Looking at the change in share points rather than units sharpens the picture. Apple gained almost 3 points of share, the largest single swing, while Lenovo added nearly 2 points and Huawei a fraction. Samsung lost about 2.5 points, the biggest decline, with Xiaomi and the smaller vendors also slipping. The weakest players lost the most ground. Pressure compounded fastest at the bottom of the table.

These share-point shifts capture the redistribution of a flat market. Because the total did not grow, every point Apple and Lenovo gained came directly from Samsung, Xiaomi and the long tail of smaller vendors. The market did not expand; it simply reallocated share toward the strongest performers. The flat market funnelled gains to the leaders. Strength attracted strength as the market stalled. Consolidation accelerates when growth stops.

Change in Tablet Share by Vendor, Q1 2025 to Q1 2026 (pp)Percentage-point gain or loss for each vendor.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The direction of the share-point changes points to a market consolidating around its leaders. Apple and Lenovo, the two clearest winners, strengthened their positions, while the rest fragmented further. If the trend continues, the tablet market may become even more top-heavy, a concentration that mirrors the premium tilt in our The strong got stronger, a concentration that mirrors the premium tilt in our Apple Services revenue analysis.

Apple vs the Rest

One Brand, 40 Percent

Setting Apple against the entire rest of the market shows the scale of its dominance. With 40 percent of all tablet shipments, Apple alone ships more iPads than the next four vendors, Samsung, Lenovo, Huawei and Xiaomi, very nearly combined. The other 60 percent is split among a crowd of Android vendors. None of them comes anywhere near the iPad alone. Apple single share exceeds its four nearest rivals. That dominance is rare anywhere in technology. It sets the tablet market apart entirely.

This view underlines how unusual the tablet market is. In most device categories, the leader holds a plurality but faces strong rivals. In tablets, Apple holds a commanding share that no single competitor approaches, and its lead has been widening rather than shrinking, a strength that supports the premium strategy in our Apple total revenue analysis.

Apple vs the Rest of the Tablet Market, Q1 2026 (%)Apple share against all other vendors combined.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The Apple-versus-everyone framing captures the essential shape of the tablet market: one dominant premium brand on one side, and a fragmented field of Android makers on the other. While Android tablets collectively outsell the iPad, no single Android vendor comes close, leaving Apple as the clear and growing leader, a position that underpins our big tech revenue comparison analysis.

Top Five

Concentration at the Top

The top five vendors, Apple, Samsung, Lenovo, Huawei and Xiaomi, together hold more than 80 percent of the global tablet market, leaving under 20 percent to all other brands. The concentration is high, and it is rising as the leading vendors take share from the long tail of smaller makers.

Within that top five, the structure is lopsided. Apple alone accounts for half of the top-five total, with the other four sharing the rest. This is very different from the smartphone market, where the top five are more evenly matched, and it reflects the iPad singular grip on the premium tablet segment.

Top Five Tablet Vendors by Share, Q1 2026 (%)The five largest vendors and their dominance.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The remaining share, under 20 percent, is spread across many smaller brands, including Amazon with its Fire tablets, plus regional and budget vendors. None holds more than a few percent, and their collective share has been shrinking as the top five consolidate, a long-tail squeeze familiar from our mobile operating system market share analysis.

Across Markets

Where Apple Is Strongest

Comparing Apple share across device categories reveals how exceptional its tablet position is. Apple holds about 40 percent of tablets but only around 18 percent of smartphones and roughly 9 to 10 percent of personal computers. The iPad is by far Apple strongest hardware position by market share.

This contrast is revealing. In phones, Apple competes head to head with Samsung and a host of Android brands; in PCs, it is a premium niche player behind Windows machines. Only in tablets does Apple command an outright dominant share, a position no rival has been able to seriously contest for over a decade.

Apple Market Share by Device Category, 2026 (%)Apple share of tablets, smartphones and PCs compared.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

The reason tablets favour Apple so heavily is that the category is more premium-skewed and less fragmented at the top than phones or PCs. Buyers who want a tablet overwhelmingly default to the iPad, while Android tablets are scattered across many vendors and price points. The result is a category that punches well above its weight in the Apple hardware business.

Apple Over Time

A Steady Grip

Apple tablet share has been remarkably steady over recent years, hovering between roughly 37 and 42 percent quarter after quarter. After the pandemic tablet boom faded, the iPad held its dominant position while the overall market shrank and then stabilised, and in early 2026 Apple share has edged toward the top of its range.

This steadiness is itself a sign of strength. Through a volatile period of pandemic surge, post-pandemic slump and tentative recovery, Apple share barely wavered, while Android vendors traded places below it. The iPad has proved the most stable position in a turbulent market, an anchor of remarkable consistency for the Apple hardware business.

Apple Tablet Market Share Over Recent Years (%)Apple share of tablet shipments, holding near 40 percent.

Data:

Derived from worldwide tablet shipment market share, first quarter 2025 and 2026, compiled by BusinessStats from IDC and Omdia.

Note:

Unit shipments, year-over-year growth, share-point changes and cross-market comparisons are calculated from the vendor share data. Trackers differ slightly, and figures for smaller vendors and earlier years are approximate.Switch views with the toolbar.

In the most recent quarters, Apple share has even ticked upward, reaching 40 percent and beyond as Lenovo and Huawei grew at Samsung expense rather than Apple. The iPad is not just holding its lead but slowly extending it, a resilience that helps explain the strength of Apple overall business and its place in the premium device market.

~40%Apple Q1'26Tablet leader. +7.9%iPad GrowthYear over year. ~17%Samsung Q1'26A distant second. 37MMarket SizeUnits per quarter.

The tablet market share story from the first quarter of 2025 to the first quarter of 2026 is one of Apple extending an already commanding lead. Its share rose from about 37 to 40 percent, on nearly 8 percent shipment growth, in a market that was otherwise flat. Lenovo and Huawei grew strongly, while Samsung and Xiaomi declined.

More than any single figure, it is the scale of Apple dominance that defines the tablet market. Holding 40 percent of shipments, more than double its nearest rival and far above its share in phones or PCs, the iPad is Apple strongest hardware position anywhere. As the market consolidates around its leaders, Apple grip looks set to tighten further, a dominance that anchors the wider Apple story in our biggest companies by market value analysis.

FAQ

Frequently Asked Questions: Tablet Market Share by Vendor

Apple is by far the largest tablet vendor in 2026. In the first quarter of 2026, the iPad held about 40 percent of worldwide tablet shipments, on 14.8 million units shipped, up nearly 8 percent year over year. This is more than double the share of the second-largest vendor, Samsung, at about 17 percent. Apple has led the tablet market since the iPad launched, and its dominance has been growing rather than shrinking.

Apple held about 40 percent of the worldwide tablet market in the first quarter of 2026, up from roughly 37 percent in the first quarter of 2025. It shipped 14.8 million iPads, a year-over-year increase of nearly 8 percent. This is Apple's strongest position in any hardware category: far above its roughly 18 percent share in smartphones and its 9 to 10 percent share in personal computers.

Apple grew its share from about 37 to 40 percent and its shipments by nearly 8 percent. Lenovo was the fastest grower, up around 25 percent, and Huawei rose about 11 percent. On the other side, Samsung fell roughly 13 percent and Xiaomi about 14 percent. Because the overall market was flat at about 37 million units, the gains by Apple, Lenovo and Huawei came directly at the expense of Samsung and Xiaomi.

Apple holds about 40 percent of tablets but only around 18 percent of smartphones. The difference comes from market structure. The premium segment, where Apple competes, is a larger part of the tablet market than of the smartphone market, and Android tablets are fragmented across many vendors and often seen as secondary devices. As a result, the iPad is the default tablet choice for most premium buyers, while no single Android vendor can challenge it at the high end.

In the first quarter of 2026, Lenovo grew fastest among major tablet vendors, with shipments up about 25 percent year over year, driven by aggressive expansion in consumer and education tablets. Huawei grew about 11 percent, helped by new launches and home-market strength, and Apple grew almost 8 percent. By contrast, Samsung and Xiaomi both declined, by roughly 13 and 14 percent respectively, in a flat overall market.

The global tablet market was about 37 million units per quarter in early 2026, essentially flat year over year, after a post-pandemic boom faded and the replacement cycle cooled. For the full year, IDC has forecast tablet shipments of around 139 million units in 2026, a decline of roughly 9 percent, partly due to a looming memory-component shortage expected to raise prices. The market is mature and no longer growing strongly.

The tablet market is roughly flat to slightly shrinking. In the first quarter of 2026, shipments were about 37 million units, essentially unchanged from a year earlier. After a surge during the pandemic, demand cooled as the replacement cycle slowed. Looking ahead, analysts expect a decline of around 9 percent for the full year 2026, driven mainly by memory-component shortages that are pushing up prices across the personal computing market.

The top five tablet vendors in the first quarter of 2026 were Apple (about 40 percent), Samsung (about 17 percent), Lenovo (near 10 percent), Huawei (around 8 percent) and Xiaomi (about 7 percent). Together they hold more than 80 percent of the global market. Apple alone accounts for about half of that top-five total, an unusually lopsided concentration compared with the more evenly matched smartphone market.

Samsung, the largest Android tablet vendor, lost about 13 percent of its shipments year over year in the first quarter of 2026 and saw its share fall by roughly 2.5 points. It faced intense promotional and price pressure in the mass market, along with a slowdown in commercial and education projects compared with a year earlier. Rivals like Lenovo and Huawei, growing aggressively, took share directly from Samsung in a flat overall market.

In the first quarter of 2026, Apple iPad held about 40 percent of worldwide tablet shipments, meaning Android tablets collectively accounted for the other roughly 60 percent. However, that Android share is split among many vendors, including Samsung, Lenovo, Huawei, Xiaomi, Amazon and others, none of which holds more than about 17 percent. So while Android tablets together outsell the iPad, the iPad is by far the single largest tablet platform and brand.

Sources

IDC Worldwide Quarterly Personal Computing Device Tracker and Omdia tablet research - Source for tablet shipment market share by vendor.

IDC Personal Computing Device Tracker - Reference for tablet shipments, vendor share and market forecasts.

Market share is based on units shipped, in percent. In Q1 2026, Apple led at about 40 percent (14.8 million iPads, up 7.9 percent), ahead of Samsung at about 17 percent, with Lenovo, Huawei and Xiaomi following. The market was roughly 37 million units in each quarter. IDC and Omdia report slightly different figures, and shipments for smaller vendors and cross-market and earlier-year figures are approximate, so figures are indicative of scale and trend.

STATISTICS REPORT

Apple Mac shipments worldwide quarterly 2024-2026

Updated Jun 17, 2026 · businesstats.com/sales-of-apple-mac-computers-since-first-quarter-2006

25.6M 2025 MACS	**+11%** 2025 GROWTH	**#4** PC VENDOR
~9% PC SHARE	**7.1M** Q4 PEAK	

Overview

Apple Mac shipments worldwide from 1st quarter 2024 to 1st quarter 2026

Apple no longer tells the world how many Macs it sells. Since fiscal 2018 the company has reported Mac revenue but not unit volumes, leaving the job of counting Macs to research firms such as IDC. This report tracks Apple worldwide Mac shipments, quarter by quarter, from the first quarter of 2024 to the first quarter of 2026, using IDC estimates to chart how the Mac performed through a period of recovery, strong growth, and a memory-shortage squeeze. The Mac story over these nine quarters is one of a premium product holding its own in a fast-moving, often turbulent personal computer market. The Mac neither soared nor stumbled, but advanced steadily through changing conditions. Its consistency was itself a kind of strength in a volatile market. Where rivals swung wildly, the Mac kept a steadier course throughout the period. That stability is a quiet advantage of Apple integrated approach to hardware and software.

The headline is one of solid growth. Apple shipped an estimated 22.9 million Macs in 2024 and 25.6 million in 2025, an eleven percent increase that outpaced the wider personal computer market. The revenue these units generated is tracked in our Apple Mac revenue analysis, while this report focuses on the volumes behind that revenue, and on how Apple fared against its rivals in the PC rankings.

Apple Mac Shipments, Quarterly Q1 2024 - Q1 2026 (M units)Estimated Apple Mac unit shipments worldwide, by calendar quarter (IDC).

Data:

Apple Mac unit shipments, worldwide, by calendar quarter, from IDC.

Note:

Apple stopped reporting Mac unit sales after fiscal 2018, so these are IDC estimates based on its sampling methodology, not figures confirmed by Apple. In millions of units.Switch views with the toolbar.

The period was eventful. A steady stream of Apple silicon Macs, from M3 to M5 chips, drove healthy demand through most of 2024 and 2025, lifting Apple market share and growth above the industry average. But the year ended on a flatter note, as a global memory shortage and a surge of Windows upgrades, driven by the end of Windows 10 support, allowed rival brands to outgrow Apple in the final quarter of 2025.

A note on the data is essential here. Because Apple no longer reports Mac units, every figure in this report is an IDC estimate, produced through sampling rather than official disclosure. These estimates are widely cited and broadly reliable for trends, but they are not exact, and they lack the precision of Apple own former reporting. They are best read as informed approximations of the Mac unit business. For that reason, the trends in this report carry more weight than any single quarter exact figure, which should be treated with appropriate caution. The direction of travel is reliable even where the precise level is not. Trends, not exact counts, are what these estimates do best. Readers should weigh the overall direction far more than any single data point. The broad arc, not the decimal places, is where the real signal lies.

Quarterly Data Table

Apple Mac Shipments, Growth and PC Market Share, Q1 2024 – Q1 2026

Apple Mac Shipments, Year-over-Year Growth and Global PC Market Share, Q1 2024 to Q1 2026 (IDC estimates)Click any column to sort

QUARTER	MAC SHIPMENTS	YOY GROWTH	PC MARKET SHARE
Q1 2024	4.8 M	n/a	8.0%
Q2 2024	5.3 M	n/a	7.8%
Q3 2024	5.7 M	n/a	8.1%
Q4 2024	7.1 M	n/a	10.2%
Q1 2025	5.5 M	+14.6%	8.7%

Q2 2025	6.4 M	+20.8%	9.5%
Q3 2025	6.6 M	+15.8%	8.7%
Q4 2025	7.1 M	+0.0%	9.3%
Q1 2026	5.7 M	+3.6%	9.0%

The table lists Apple estimated Mac shipments for each quarter from the first quarter of 2024 to the first quarter of 2026, alongside the year-over-year growth where a prior-year comparison is available and Apple approximate share of the global PC market. The shipments column shows the familiar seasonal pattern, peaking in the holiday fourth quarter, while the growth column captures the strong run through 2025 and the flat finish. Sorting reveals both the peaks and the slowdown. The contrast between the strong middle quarters and the flat finish is the defining feature of the table. One glance shows where the momentum built and where it faded. The table compresses the entire period into a few revealing rows. Each line marks a stage in the Mac journey through these two years.

Year-over-Year Growth

Strong Run, Flat Finish

Apple year-over-year growth tells the clearest story of the period. Through the first three quarters of 2025, Mac shipments grew strongly, with double-digit gains of around fifteen to twenty percent as Apple silicon Macs drew in upgraders and won enterprise customers. This was well above the growth of the overall PC market, marking Apple as one of the fastest-growing major vendors for much of the year. For three straight quarters, the Mac comfortably outgrew the larger Windows brands, narrowing a gap that had long seemed fixed. For a while, it looked as if the Mac might steadily close on the Windows leaders. That narrowing paused, but did not reverse, in the final quarter. The gap to the leaders remains, but the Mac trajectory still points the right way.

Then the momentum stalled. In the fourth quarter of 2025, Apple shipments were essentially flat year over year, growing just a fraction of a percent, even as the broader PC market surged by nearly ten percent. The contrast was stark, and it reflected a specific set of circumstances rather than any collapse in Mac demand, a dynamic that also shapes Apple broader results in our Apple total revenue analysis.

Apple Mac Shipments: Year-over-Year Growth (%)Year-over-year growth in estimated Mac shipments, by quarter.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

The flat fourth quarter had clear causes. Rival vendors were riding a wave of corporate upgrades tied to the end of Windows 10 support, and were stockpiling inventory ahead of a looming memory shortage. Apple, which launched only a standard M5 MacBook Pro that quarter rather than the high-end Pro and Max versions, did not share in that surge, and so its growth lagged the suddenly booming market. It was a case of rivals accelerating rather than Apple slowing, a distinction that matters for interpreting the numbers. Flat growth against a surging market is very different from an outright decline. Apple held its ground while others simply ran faster. That distinction is easy to miss in a single headline growth figure.

PC Market Share

Climbing Toward Double Digits

Apple share of the global personal computer market rose over the period, a sign of underlying strength despite the volatility. From around eight percent in early 2024, Apple share climbed to roughly nine percent for the full year 2025, and reached into double digits in the strongest holiday quarters. The Mac was steadily, if slowly, claiming a larger slice of the PC market. Each year, the Mac has nudged its share a little higher, a quiet but persistent gain. Small annual gains compound into a meaningfully stronger position over time. The Mac share today is the result of years of patient progress.

This rising share is notable because Apple competes only at the premium end of the PC market, selling no budget machines at all. That it can gain share while charging some of the highest prices in the industry speaks to the strength of Apple silicon and the loyalty of its base, a premium strategy that mirrors its approach in phones, detailed in our Apple smartphone shipments analysis.

Apple Share of the Global PC Market (%)Apple estimated share of worldwide PC shipments, by quarter.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

Apple share did dip in the final quarter of 2025, falling from around ten percent to nine percent as rival brands outgrew it. But this was a relative slip caused by surging competitors rather than falling Mac sales, and Apple full-year share still rose. The Mac long-term trajectory in the PC market remained upward, even through the fourth-quarter wobble. One soft quarter against surging competitors did little to alter the bigger picture of steady share gains. The full-year figures still pointed firmly in Apple favour.

The PC Rankings

Fourth by Volume, First in Profit

In the global PC rankings, Apple sits firmly in fourth place, behind the three big Windows vendors. Lenovo leads the market by a wide margin, followed by HP and Dell, with Apple in fourth and Asus close behind in fifth. The top three each ship well over ten million PCs in a strong quarter, while Apple ships around seven million at its seasonal peak, a hierarchy detailed in our PC and smartphone vendor share analysis.

Apple fourth-place position understates its commercial strength. Because it sells only premium machines at high prices, Apple captures a far larger share of PC industry revenue and profit than its unit ranking suggests. A Mac sale is worth far more than a typical Windows laptop sale, a gap that shows up clearly in the profit picture in our Apple net income analysis.

Top PC Vendors, Q4 2025 Shipments (M units)Worldwide PC shipments by leading vendor, Q4 2025 (IDC).

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

The competitive dynamics shifted late in the period. For most of 2025 Apple grew faster than the larger Windows vendors, narrowing the gap, but in the fourth quarter the three leaders surged on corporate upgrades while Apple held flat. The result left Apple still fourth, but growing more slowly than its rivals for the first time in several quarters, a reversal of the earlier trend. The competitive picture can shift quickly when market-wide forces favour one group of vendors over another. A single quarter rarely changes the

underlying competitive order. Apple remained firmly fourth, with its premium position intact.

The Annual View

Solid, Market-Beating Growth

On an annual basis, the Mac unit business grew solidly across the period. IDC estimates Apple shipped around 21.9 million Macs in 2023, 22.9 million in 2024, and 25.6 million in 2025, a steady upward march. The 2025 total represented an eleven percent gain, the strongest annual growth in several years, and comfortably outpaced the broader PC market expansion. For a vendor selling only premium machines, beating a recovering mass market is a meaningful accomplishment. The Mac grew on the strength of its products, not on price cuts. Apple never chased volume by sacrificing its margins.

This annual growth reflects the success of the Apple silicon transition and a broadly recovering PC market. After the post-pandemic slump of 2022 and 2023, the personal computer market returned to growth in 2024 and accelerated in 2025, lifted by an aging installed base due for replacement and the Windows 11 transition, a recovery that also helped Apple, as explored in our Apple revenue by segment analysis.

Apple Annual Mac Shipments (M units)Estimated annual Apple Mac shipments, 2023 to 2025 (IDC).

Data:

Apple Mac unit shipments, worldwide, by calendar quarter, from IDC.

Note:

Apple stopped reporting Mac unit sales after fiscal 2018, so these are IDC estimates based on its sampling methodology, not figures confirmed by Apple. In millions of units.Switch views with the toolbar.

Apple managed to grow faster than the recovering market in 2025, a notable achievement given that it competes only at the high end. The 25.6 million Macs shipped marked a high point for the Apple silicon era, demonstrating that the M-series chips and a refreshed lineup of laptops and desktops continued to win new buyers even as the company faced intensifying competition from the Windows giants tracked in our big tech revenue comparison analysis.

Seasonality

The Holiday Peak

Mac shipments follow a pronounced seasonal pattern across the year. The fourth calendar quarter, covering the October-to-December holiday season, is consistently the strongest, boosted by holiday demand and the autumn launch of new MacBook Pro models. The first quarter, by contrast, is typically the weakest, as demand cools after the holidays and buyers await spring product refreshes. This twin rhythm, a holiday surge and a winter lull, repeats almost every year with striking regularity. The pattern is so dependable it could almost be set by the calendar.

This seasonality is driven as much by Apple product calendar as by the holidays. Apple has tended to launch its most important new Macs, particularly high-end MacBook Pro models, in the autumn, concentrating demand into the fourth quarter. The pattern is similar to the launch-driven swings seen in Apple phone business, a rhythm visible in our Apple iPhone revenue analysis.

Average Mac Shipments by Calendar Quarter (M units)Average estimated Mac shipments in each calendar quarter, 2024-2025.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

Understanding the seasonality is key to reading the quarterly figures correctly. A strong fourth quarter and a weaker first quarter are the norm, so the most meaningful comparisons are between the same quarter in different years rather than between consecutive quarters. The seasonal peak in the holidays has held consistently across the period, regardless of the year underlying momentum.

Apple vs the PC Market

Outpacing, Then Lagging

Comparing Apple growth directly with the overall PC market reveals the story of the period in a single view. Through the first three quarters of 2025, Apple growth ran well ahead of the market, as Apple silicon demand outstripped the broader recovery. Apple was, for those quarters, one of the standout performers among the major PC vendors worldwide. Few rivals could match the Mac growth rate through the middle of

2025. For those months, Apple was among the engines of the PC recovery. Its momentum helped lift the wider market higher.

The fourth quarter inverted that relationship. The PC market surged on corporate upgrades and memory-shortage stockpiling, growing nearly ten percent, while Apple stayed flat. For the first time in the period, Apple grew more slowly than the market, a swing driven by market-wide forces affecting Windows vendors more than Apple, and one that rippled into the valuations tracked in our biggest companies by market value analysis.

Apple Mac vs PC Market: Quarterly Growth, 2025 (%)Year-over-year growth, Apple Mac shipments versus the total PC market.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

Over the full period, though, Apple still grew faster than the market on an annual basis, with its eleven percent gain in 2025 beating the market eight percent. The fourth-quarter slowdown was a single-quarter divergence within a longer stretch of outperformance, and Apple finished the period having gained share over the year as a whole, despite the late stumble. The annual scorecard, more than any single quarter, tells the truer story of the Mac progress. Annual figures smooth out the seasonal and competitive noise.

Holiday Quarter

The Mac Showcase

The holiday fourth quarter is the Mac showcase, and the data shows its growing importance. Apple shipped an estimated 5.9 million Macs in the fourth quarter of 2023, rising to 7.1 million in the fourth quarter of 2024, and holding at 7.1 million in the fourth quarter of 2025. The holiday quarter is comfortably the largest of the year, driven by gifts and new autumn Macs. No other quarter comes close to the volumes the Mac achieves between October and December.

The jump from 2023 to 2024 was substantial, reflecting the launch of the M4 MacBook Pro lineup and a recovering market. The flat result from 2024 to 2025 was more about the competition than about Apple, as

rival vendors surged while Apple, launching only a standard M5 MacBook Pro, held steady at a high level rather than declining. Matching a record quarter, even without growth, is no small feat against intensifying competition.

Apple Holiday-Quarter (Q4) Mac Shipments by Year (M units)Estimated Mac shipments in the October-to-December quarter, by year.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

That Apple could match its record holiday quarter despite launching a narrower lineup speaks to the underlying strength of Mac demand. Even without the high-end M5 Pro and Max chips that typically drive the biggest holiday volumes, Apple sustained its peak quarterly shipments, a sign of how broad and loyal the Mac customer base has become across the Apple silicon era. The platform has built a depth of demand that no single product launch defines. The Mac has become a steady, broad-based business rather than a launch-driven one.

First-Quarter Trend

The Underlying Signal

The first quarter offers a cleaner read on the Mac underlying trend, stripped of holiday distortion. Apple shipped an estimated 4.8 million Macs in the first quarter of 2024, rising to 5.5 million in the first quarter of 2025, and an estimated 5.7 million in the first quarter of 2026. The steady year-over-year rise in this seasonally quiet quarter signals genuine underlying growth, echoing the unit trends in our global device shipments analysis.

The first-quarter figures are useful because they are less affected by the timing of product launches, which cluster in the autumn. A rising first-quarter baseline, from 4.8 to 5.5 to 5.7 million, suggests that the Mac core demand has been expanding steadily, independent of the holiday surges, a healthy sign for the business underlying trajectory. The quiet first quarter, free of launch noise, is often the most honest gauge of true demand.

Apple First-Quarter Mac Shipments by Year (M units)Estimated Mac shipments in the first calendar quarter, by year.

Data:

Derived from Apple Mac unit shipments (IDC estimates), compiled by BusinessStats.

Note:

Growth rates, shares, averages and comparisons are calculated from the quarterly IDC estimates. Apple does not confirm Mac unit volumes.Switch views with the toolbar.

The more modest rise into the first quarter of 2026 hints at the emerging headwinds. As a global memory shortage began to bite and the broader PC market faced a forecast downturn, Apple first-quarter growth cooled from the strong gains of a year earlier. The Mac was entering a more challenging environment, even as its longer-term trajectory remained positive. The cooling first-quarter growth was an early signal of the headwinds gathering for 2026.

The Full Series

Sawtooth and Slope

Plotting the full quarterly series reveals the Mac characteristic sawtooth: a strong fourth quarter, a sharp drop into the first quarter, and a steady build back through the year. Across the nine quarters, the peaks rise and the troughs lift, tracing an overall upward slope despite the seasonal zigzag that dominates the short-term picture. The sawtooth can obscure the underlying direction, which is why the trend matters more than any single swing.

The trend line confirms that, beneath the seasonal noise, the Mac unit business expanded over the period. Each holiday peak matched or exceeded the last, and each first-quarter trough sat higher than the one before, the signature of a business in steady growth. The Apple silicon era has, on this evidence, put the Mac on a firmly upward path.

Apple Mac Shipments: Full Quarterly Trend (M units)Estimated Mac shipments across all nine quarters.

Data:

Apple Mac unit shipments, worldwide, by calendar quarter, from IDC.

Note:

Apple stopped reporting Mac unit sales after fiscal 2018, so these are IDC estimates based on its sampling methodology, not figures confirmed by Apple. In millions of units.Switch views with the toolbar.

The final data points hint at a plateau or pause, as memory shortages and a softening PC market forecast weigh on the outlook for 2026. Whether the Mac upward trend resumes or flattens will depend on how Apple navigates the component crunch and whether its next chips and models can reignite the strong growth seen through most of 2025, a question for the quarters ahead. How the Mac handles the memory crunch will shape its trajectory well into 2026 and beyond.

25.6M2025 MacsUp 11% on 2024. #4PC VendorBehind the big three. ~9%PC ShareUp from 8.7%. 7.1MQ4 PeakHoliday high.

Across nine quarters, IDC estimates depict a Mac business in solid health: shipments rising from 22.9 million in 2024 to 25.6 million in 2025, market share climbing toward nine percent, and growth that outpaced the wider PC market for most of the period. The Apple silicon transition continued to win buyers, and the Mac strengthened its position as the premium choice in a recovering market, even while remaining the fourth-largest vendor by volume. The gap between Apple unit ranking and its revenue standing remains one of the most telling facts about the Mac.

The period ended on a cautious note, with a flat holiday quarter and a looming memory shortage threatening the wider PC market in 2026. Yet the Mac longer-term trajectory remained clearly upward, anchored by Apple silicon, a loyal base, and a steady cadence of new models. With Apple no longer reporting units, the precise figures must come from IDC estimates, but the broad story they tell is of a Mac business that, two decades into the modern era, is still quietly growing, much like the iPhone lineup in our iPhone 15 adoption by model analysis.

FAQ

Frequently Asked Questions: Apple Mac Shipments

According to IDC estimates, Apple shipped about 25.6 million Macs worldwide in 2025, up from 22.9 million in 2024. Apple itself no longer reports Mac unit sales, having stopped after fiscal 2018, so these figures come from IDC sampling estimates rather than official Apple disclosure.

It is an estimate, not an exact figure. Since Apple stopped reporting Mac units after fiscal 2018, research firms like IDC estimate shipments using sampling methods. These estimates are widely cited and broadly reliable for tracking trends, but they are not as precise as Apple former official reporting, and different

firms can produce slightly different numbers.

Apple is the fourth-largest PC vendor in the world by unit shipments, behind Lenovo, HP and Dell, and just ahead of Asus. However, because Apple sells only premium machines at higher prices, it captures a far larger share of the PC industry total revenue and profit than its fourth-place unit ranking suggests.

Yes. IDC estimates Apple Mac shipments grew about 11.1 percent in 2025, reaching 25.6 million units, which outpaced the broader PC market growth of around 8 percent. Growth was strongest in the first three quarters of the year, while the fourth quarter was essentially flat compared with a year earlier.

In the fourth quarter of 2025, Apple shipments were essentially flat year over year while the overall PC market surged nearly 10 percent. Rival Windows vendors benefited from a wave of corporate upgrades tied to the end of Windows 10 support and from stockpiling ahead of a memory shortage. Apple, which launched only a standard M5 MacBook Pro that quarter, did not share in that surge.

Apple share of the global PC market rose to about 9 percent for the full year 2025, up from 8.7 percent in 2024. In the strongest holiday quarters, Apple share has reached into double digits, around 10 percent, before easing as rival vendors grew faster in late 2025.

Apple sells the most Macs in the fourth calendar quarter, covering the October-to-December holiday season. This quarter is boosted by holiday demand and by the autumn launch of new MacBook Pro models. Apple shipped an estimated 7.1 million Macs in both the fourth quarter of 2024 and the fourth quarter of 2025, its seasonal peak.

A global memory shortage that emerged in late 2025 is expected to raise component costs and push up PC prices through 2026, with IDC forecasting a decline in overall PC shipments for the year. As a premium vendor, Apple may be better positioned than budget brands to absorb higher memory costs, but the shortage adds uncertainty to the Mac outlook for 2026.

Apple stopped reporting unit sales for the Mac, iPhone and iPad after fiscal 2018, shifting investor focus toward revenue and its growing Services business. Apple argued that unit counts had become less meaningful given the wide range of prices within each product line. As a result, Mac unit shipments are now tracked only through outside estimates from firms like IDC.

The Mac is a substantial but supporting part of Apple business, generating tens of billions of dollars a year but accounting for under a tenth of total revenue, far less than the iPhone. In unit terms, Apple ships around 25 million Macs a year, a fraction of the roughly 230 million iPhones it sells annually.

Sources

IDC Worldwide Quarterly Personal Computing Device Tracker - Source for estimated Mac shipments, PC market totals and vendor rankings.

IDC preliminary quarterly PC shipment reports, 2024 to 2026 - Used for Apple Mac unit estimates, market share and growth.

Apple stopped reporting Mac unit sales after fiscal 2018, so all shipment figures are IDC estimates based on sampling, not numbers confirmed by Apple. Different research firms can produce slightly different estimates. IDC estimated Apple shipped 25.6 million Macs in 2025, up 11.1 percent on 2024, ranking fourth among PC vendors. Quarterly and seasonal splits are estimates. Not investment advice.

STATISTICS REPORT

Apple revenue from Mac computers worldwide quarterly FY 2006-2026

Updated Jun 17, 2026 · businesstats.com/apples-revenue-from-macintosh-computers-since-first-quarter-2006

$40B FY2022 PEAK	**$33.7B** FY2025 REVENUE	**~8%** OF APPLE
M1 LATE 2020	**$400B+** SINCE 2006	**~$8B** PER QUARTER

Overview

Apple's revenue from sales of Mac computers worldwide from fiscal 1st quarter 2006 to 2nd quarter 2026

The Mac is where Apple began. Four decades after the first Macintosh, the Mac remains a substantial business, generating tens of billions of dollars a year, yet it now sits as a supporting act in a company dominated by the iPhone and Services. This report tracks Apple revenue from Mac computers worldwide, quarter by quarter, from fiscal 2006 to fiscal 2026, charting a line that climbed steadily, exploded during the pandemic, and then settled into a new, higher plateau. The journey from a modest computer line to a forty-billion-dollar peak and back captures both the volatility and the resilience of the modern Mac business in a single sweep. No other Apple product line has traced quite so dramatic an arc over the same period. The Mac volatility stands out even within Apple own portfolio. Its swings have been sharper than those of any other major segment. The early-2020s boom and bust were without precedent for the line. Never before had Mac revenue moved so far, so fast, in either direction.

The headline numbers tell a story of transformation. Mac revenue grew from around seven billion dollars in fiscal 2006 to a record of just over forty billion in fiscal 2022, before falling back and recovering toward the mid-thirties. Across the same span, the Mac share of Apple total revenue shrank dramatically, a shift set against the company wider rise charted in our iPhone 15 adoption by model analysis and across its other lines.

Apple Mac Revenue, Quarterly FY2006-2026 ($M)Apple revenue from Mac computers by fiscal quarter.

Data:

Apple Mac segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual Mac revenue is reported by Apple. Quarterly figures for fiscal 2006 to 2024 are distributed using Mac seasonality and are estimates; fiscal 2025 and 2026 quarters are reported actuals. In millions of U.S. dollars.Switch views with the toolbar.

Two forces shaped the modern Mac. The first was the coronavirus pandemic, which sent demand for computers soaring as the world shifted to remote work and learning. The second, more lasting, was the move to Apple own silicon, beginning with the M1 chip in late 2020, which revitalised the Mac with leaps in performance and battery life and drove a powerful multi-year surge in sales. Together, the pandemic and Apple silicon gave the Mac its strongest run in decades, a combination of circumstance and strategy that may never be repeated in quite the same way. A global pandemic and a once-in-a-decade chip transition rarely coincide. The Mac happened to benefit from both at exactly the same moment. That alignment produced the strongest stretch in the line history. Such a confluence of forces is unlikely to recur soon. The Mac will likely grow more steadily from here.

A note on the data is useful. Apple reports Mac revenue each year, and those annual totals are exact. The quarterly figures for the earlier years are distributed using the Mac seasonal pattern and are best read as estimates, while recent quarters are reported actuals. The Mac place within Apple overall business is explored alongside its other segments in our Apple revenue by segment analysis.

Annual Data Table

Apple Mac Revenue: Annual, Share of Apple, and Growth, FY2006-2025

Apple Annual Mac Revenue, Share of Total Apple Revenue and Year-over-Year Growth, FY2006-2025Click any column to sort

FISCAL YEAR	MAC REVENUE ($M)	SHARE OF APPLE	YOY GROWTH
FY2006	$7,370	38.2%	n/a
FY2007	$10,293	41.9%	+39.7%
FY2008	$14,343	38.3%	+39.3%

FY2009	$13,765	32.1%	-4.0%
FY2010	$17,479	26.8%	+27.0%
FY2011	$21,783	20.1%	+24.6%
FY2012	$23,221	14.8%	+6.6%
FY2013	$21,483	12.6%	-7.5%
FY2014	$24,079	13.2%	+12.1%
FY2015	$25,471	10.9%	+5.8%
FY2016	$22,831	10.6%	-10.4%
FY2017	$25,850	11.3%	+13.2%
FY2018	$25,484	9.6%	-1.4%
FY2019	$25,740	9.9%	+1.0%
FY2020	$28,622	10.4%	+11.2%
FY2021	$35,190	9.6%	+22.9%
FY2022	$40,177	10.2%	+14.2%
FY2023	$29,357	7.7%	-26.9%
FY2024	$29,984	7.7%	+2.1%
FY2025	$33,710	8.1%	+12.4%

The table lists Apple annual Mac revenue from fiscal 2006 to fiscal 2025, alongside its share of the company total revenue and the year-over-year change. The revenue column climbs, dips and recovers, while the share column falls almost continuously, a reminder that the Mac can grow in absolute terms even as it shrinks in relative importance. Sorting the columns reveals both the pandemic peak and the long relative decline.

The Annual View

Growth, Boom and Plateau

Viewed by fiscal year, Mac revenue traces a clear arc. Through the late 2000s and 2010s it climbed in steps, from around seven billion dollars to the mid-twenties, with occasional dips in weaker years. The Mac was a steady, mature business, growing slowly as Apple refreshed its laptops and desktops, but no longer the company main growth engine as the iPhone took over that role. The Mac became a dependable contributor rather than a headline act, quietly compounding while the spotlight moved elsewhere. That quiet reliability is, in its own way, a considerable achievement for a product line of its age. Most computer brands fade long before reaching such a milestone. The Mac longevity is itself a competitive advantage. Decades of continuity have built deep loyalty among its users.

Then came the surge. Fiscal 2020 through 2022 saw Mac revenue leap from the high twenties to a record above forty billion dollars, propelled by pandemic demand and the launch of Apple silicon. It was the strongest stretch in Mac history, briefly making the computer line a major growth story again, with profits that fed the bottom line tracked in our Apple net income analysis.

Apple Mac Revenue by Fiscal Year ($M)Annual Apple Mac revenue, fiscal 2006 to 2025.

Data:

Apple Mac segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual Mac revenue is reported by Apple. Quarterly figures for fiscal 2006 to 2024 are distributed using Mac seasonality and are estimates; fiscal 2025 and 2026 quarters are reported actuals. In millions of U.S. dollars.Switch views with the toolbar.

The boom did not last. Fiscal 2023 brought a sharp correction, with Mac revenue falling by more than a quarter as pandemic demand faded and the wider personal computer market slumped. Revenue then stabilised and recovered, climbing back above thirty-three billion dollars by fiscal 2025. The Mac had found a new, higher plateau, well above its pre-pandemic level but below the 2022 peak. The shape of the curve, a long climb, a sharp spike and a partial retreat, has come to define how analysts think about the Mac trajectory. The peak and the partial retreat are now the reference points for every Mac forecast. Analysts measure each new year against that extraordinary spike. The 2022 peak has become the yardstick for the whole business. Every figure since is read in its shadow.

Seasonality

Holidays and Back to School

Mac revenue follows a clear seasonal rhythm across the fiscal year. The first fiscal quarter, covering the October-to-December holiday season, is consistently the strongest, as gift-buying lifts sales. The fourth fiscal quarter, covering July to September, is also robust, boosted by back-to-school demand. The middle two quarters, spanning the spring, are typically the quietest of the year. This rhythm has held with remarkable consistency, making the seasonal pattern one of the most reliable features of the entire Mac business. Year after year, the holiday quarter delivers, and the spring quarters fall away. The pattern is so dependable it could almost be set to a calendar. Few revenue streams anywhere are this predictable.

This twin-peaked seasonality, with strength at the holidays and again at back-to-school, is distinctive to the Mac and reflects its role as both a gift and a tool for students. The pattern is steadier than the sharper, launch-driven swings seen in Apple phone business, a contrast visible in our Apple iPhone revenue analysis, where new models compress demand into specific quarters.

Average Mac Revenue Share by Fiscal Quarter (%)Average share of annual Mac revenue falling in each fiscal quarter.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

Understanding the seasonality matters for reading the Mac numbers correctly. A strong holiday quarter and a weaker spring quarter are the norm, not signs of momentum or decline, so the most meaningful comparisons are between the same quarter in different years. The seasonal pattern has held remarkably steady across the Mac long history, through every shift in its underlying technology. From PowerPC to Intel to Apple silicon, the calendar of Mac demand has barely changed, anchored to the holidays and the school year. Technology may transform the Mac, but the calendar of demand stays the same.

Share of Apple

From Two-Fifths to One-Twelfth

The most striking long-term trend is the steady fall in the Mac share of Apple total revenue. In fiscal 2006, before the iPhone existed, the Mac generated close to two-fifths of all Apple revenue. By the mid-2010s that share had fallen into the low teens, and by the mid-2020s it had settled at around eight percent, a small fraction of a far larger company. The same dollars that once defined Apple now represent a modest slice of a business many times larger than it was two decades ago. The denominator grew faster than the Mac ever could. No computer business could keep pace with the iPhone ascent. The Mac shrinking share was a story about the iPhone, not about the Mac.

This decline is not a sign of Mac weakness. The Mac business grew several times over across the same period; it simply grew far more slowly than the iPhone and Services that came to dominate Apple. The Mac shrinking slice of a rapidly expanding pie is a textbook example of relative decline amid absolute growth, a dynamic explored in our iPhone share of Apple revenue analysis.

Mac Revenue as a Share of Total Apple Revenue (%)Mac revenue as a percentage of Apple total revenue, by fiscal year.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

The shifting share underlines how completely Apple was reshaped by the iPhone. A company that once depended on the Mac for most of its revenue now leans on it for less than a tenth, with the computer line serving as a profitable, loyal, but secondary business. The Mac role today is to anchor the ecosystem and serve creative and professional users, rather than to drive the company growth. That is a comfortable, profitable role, but a very different one from the central position the Mac held in Apple early years. The product that once was Apple is now one part of it among many.

Apple Silicon

The M-Series Transformation

No single event reshaped the modern Mac more than the move to Apple silicon. In late 2020 Apple began replacing Intel processors with its own M1 chip, designed in-house and based on the same architecture as the iPhone. The new chips delivered dramatic gains in performance and battery life, and reviewers and buyers responded with enthusiasm that lifted Mac sales sharply. The transition was among the most ambitious in the history of personal computing, and Apple executed it with unusual smoothness. Major architecture transitions often stumble, but the Mac barely missed a step. Software compatibility and performance both held up remarkably well.

The financial impact was immediate and large. Mac revenue jumped in fiscal 2021 and again in fiscal 2022, reaching its all-time peak as Apple silicon, pandemic demand and pent-up upgrades combined. The transition showcased the advantage of Apple controlling its own chips, a strategic strength that runs through its entire product range and its position among the giants in our big tech revenue comparison analysis.

Mac Revenue Before and After Apple Silicon ($M)Annual Mac revenue, with the Apple silicon era from fiscal 2021.

Data:

Apple Mac segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual Mac revenue is reported by Apple. Quarterly figures for fiscal 2006 to 2024 are distributed using Mac seasonality and are estimates; fiscal 2025 and 2026 quarters are reported actuals. In millions of U.S. dollars.Switch views with the toolbar.

Apple silicon also reset expectations for the Mac. Even after the pandemic boom faded, the Mac settled at a higher baseline than before, supported by a steady cadence of new chips, the M2, M3 and M4 families, each drawing in upgraders. The silicon transition turned the Mac from a slowly maturing business into one with renewed momentum and a clear technological edge. Few mature product lines get a second wind as powerful as the one Apple silicon delivered to the Mac. It was less a refresh than a reinvention of the platform.

Recent Quarters

A Stable New Plateau

Zooming in on the most recent quarters shows the Mac operating at its new, higher plateau, consistently generating around eight billion dollars a quarter. After the fiscal 2023 correction, revenue recovered steadily through fiscal 2024 and 2025, supported by the M3 and M4 chip families and a refreshed lineup of laptops and desktops that kept upgrade demand healthy. The steady drumbeat of new models gave existing Mac owners regular reasons to upgrade, sustaining demand without a single blockbuster catalyst. The Mac no longer needs one big hit; a steady cadence keeps it healthy. Regular chip upgrades have replaced the need for a single dramatic launch.

The recent quarters also show the Mac sensitivity to supply and component costs. In early fiscal 2026, Mac results were affected by supply constraints and rising memory prices, even as Apple introduced new models such as the MacBook Neo. These pressures are a reminder that the Mac, like all hardware, depends on a complex supply chain, a theme that echoes across our Apple smartphone shipments analysis.

Apple Mac Revenue, Recent Quarters ($M)Quarterly Mac revenue over the most recent quarters.

Data:

Apple Mac segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual Mac revenue is reported by Apple. Quarterly figures for fiscal 2006 to 2024 are distributed using Mac seasonality and are estimates; fiscal 2025 and 2026 quarters are reported actuals. In millions of U.S. dollars.Switch views with the toolbar.

Taken together, the recent data depicts a healthy, stable Mac business. It is no longer the explosive growth story of the pandemic years, but nor is it in decline; instead it generates dependable revenue and profit, anchors Apple computing ecosystem, and benefits from a steady stream of chip and design improvements that keep its loyal base upgrading.

Multi-Year Eras

Each Era Higher Than the Last

Grouping Mac revenue into multi-year eras clarifies the underlying trajectory. The late-2000s era shows a smaller business in the teens of billions; the 2010s a mature business in the mid-twenties; and the 2020s a larger, more volatile business that peaked above forty billion before settling in the thirties. Each era sits

higher than the last, despite the dips along the way.

The era view highlights how the pandemic and Apple silicon together lifted the Mac onto a new level. The jump from the 2010s average to the 2020s average is the largest in the Mac history, reflecting both the one-off pandemic surge and the lasting benefit of the silicon transition. The higher baseline has held even as the initial boom receded.

Average Quarterly Mac Revenue by Era ($M)Average quarterly Mac revenue across multi-year eras.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

Comparing the eras also shows the Mac resilience. Through technology transitions, economic cycles and the rise of the iPhone, the Mac has not only survived but grown, era after era. It is a rare example of a decades-old product line that has repeatedly reinvented itself, remaining relevant and profitable across an extraordinary span of technological change. Many computer brands from the Mac early years have vanished entirely, making its endurance all the more notable. The Mac has outlived nearly all of its original rivals. Endurance on this scale is rare in the computer industry.

Top Quarters

The Pandemic-Era Records

Ranking the Mac strongest quarters reveals just how concentrated its peak was. The very top of the list is dominated by the holiday quarters of fiscal 2021 and 2022, when Apple silicon and pandemic demand combined to push quarterly Mac revenue to its all-time high of around eleven billion dollars. No quarter before or since has matched that extraordinary peak. Those quarters stand alone at the summit of the Mac history, a high-water mark unlikely to be challenged soon.

These record quarters captured a unique moment, when a once-in-a-generation surge in computer demand met the most significant Mac technology transition in years. The clustering of record quarters in fiscal 2021 and 2022 marks the high-water mark of the Mac business, a peak that also lifted Apple overall scale in our Apple total revenue analysis.

Apple Top Mac Revenue Quarters ($M)Highest single-quarter Mac revenue.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

The dominance of those pandemic-era quarters at the top of the ranking puts the more recent figures in perspective. Today Mac quarters, while healthy, sit below those peaks, reflecting the return to more normal demand. The record quarters stand as a reminder of what the Mac can achieve when technology and circumstance align in its favour. For a brief window, the Mac was once again one of the most exciting growth stories in technology.

Growth Rates

Boom, Bust and Recovery

Examining the Mac year-over-year growth rates reveals a business of distinct phases. The 2010s were characterised by modest, low-single-digit growth and occasional declines, the signature of a mature product line. Then came the explosive growth of fiscal 2021 and 2022, with double-digit gains, followed by a sharp double-digit decline in fiscal 2023. The contrast between these years is stark, with the Mac swinging from its best growth in memory to one of its steepest contractions in the space of two years.

This volatility is unusual for the Mac, which historically grew or shrank only gradually. The swings of the early 2020s, a boom followed by a bust followed by a recovery, reflect the extraordinary distortions of the pandemic and its aftermath, distortions that rippled across the entire technology sector and its valuations in our biggest companies by market value analysis.

Apple Mac Revenue: Year-over-Year Growth (%)Annual Mac revenue growth rate, fiscal 2007 to 2025.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

The return to steadier, positive growth in the most recent years suggests the Mac has worked through the pandemic distortions and found a sustainable rhythm. The wild swings of the early 2020s appear to be behind it, replaced by the more familiar pattern of gradual gains driven by chip upgrades and lineup refreshes rather than the kind of demand swings seen across adjacent device markets in our worldwide smartphone market revenue analysis.

Cumulative Revenue

Over 400 Billion and Counting

Accumulating Mac revenue over the period shows the sheer scale of the business across two decades. From fiscal 2006 onward, Apple Mac line has generated well over four hundred billion dollars in total revenue, a vast sum that underlines how substantial the computer business remains, even as a supporting act within the larger company. That four-hundred-billion-dollar figure would, on its own, rank among the larger technology businesses in the world.

The cumulative curve steepens markedly from around 2020, reflecting the pandemic-era surge and the higher plateau that followed. The acceleration in accumulated revenue captures, in a single rising line, how much larger the Mac business became in the 2020s, contributing meaningfully to the cash flows that fund Apple expansion into new areas such as our VR headset market revenue analysis.

Cumulative Apple Mac Revenue Since FY2006 ($M)Running total of Apple Mac revenue from fiscal 2006.

Data:

Derived from Apple Mac segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the Mac revenue series. Annual figures are reported; older quarterly splits are estimates.Switch views with the toolbar.

The scale of cumulative Mac revenue is a useful corrective to the idea that the Mac has become a minor part of Apple. While its share of revenue has fallen, the absolute dollars it generates are enormous and growing, funding research, returns to shareholders and new ventures. The Mac may be a supporting act, but it is a remarkably large and durable one. Its longevity and scale make it one of the most successful

computer franchises ever built.

$40BFY2022 PeakPandemic + M1. $33.7BFY2025Recovered plateau. ~8%Of AppleDown from 38%. $400B+Since 2006Cumulative.

Across two decades, Apple Mac business has told a story of steady growth, dramatic transformation and enduring resilience. The revenue climbed from around seven billion dollars to a pandemic-era record above forty billion, then settled into a new, higher plateau in the mid-thirties. Along the way the Mac share of Apple revenue fell from close to two-fifths to under a tenth, not from weakness, but because the rest of Apple grew so much faster.

The Mac today is a mature but revitalised business, anchored by Apple own silicon and a loyal base of creative and professional users. It no longer drives Apple growth, but it generates dependable revenue and profit, anchors the ecosystem, and continues to reinvent itself with each new generation of chips. Four decades on, the product that started Apple remains a substantial and enduring pillar of the world most valuable company.

FAQ

Frequently Asked Questions: Apple Mac Revenue

In fiscal 2025, Apple generated about 33.7 billion dollars from Mac sales, up from around 30 billion in the prior two years. Mac revenue peaked at just over 40 billion dollars in fiscal 2022, driven by pandemic demand and the move to Apple silicon, before falling back and then recovering.

Apple Mac revenue peaked in fiscal 2022 at just over 40 billion dollars, the highest annual total in the Mac history. The peak was driven by a combination of pandemic-era demand for computers, the launch of Apple own M-series silicon, and pent-up upgrade demand. Revenue fell sharply the following year.

Mac revenue fell by more than a quarter in fiscal 2023 as the extraordinary pandemic demand for computers faded and the wider personal computer market slumped. After two years of surging sales, the market normalised, and Apple faced difficult year-over-year comparisons against the record 2022 figures.

As of the mid-2020s, the Mac accounts for around 8 percent of Apple total revenue. This is down sharply from close to 40 percent in fiscal 2006, before the iPhone existed. The fall reflects not Mac weakness but the far faster growth of the iPhone and Services businesses, which now dominate Apple revenue.

Apple reports Mac revenue each fiscal year, and those annual totals are exact. The quarterly figures for fiscal 2006 to 2024 are distributed using the Mac seasonal pattern and should be read as estimates, while the fiscal 2025 and 2026 quarters are reported actuals. The overall trends, including the 2022 peak and the 2023 decline, are firmly established.

The move to Apple silicon, beginning with the M1 chip in late 2020, transformed the Mac. The in-house chips delivered large gains in performance and battery life, drawing strong reviews and renewed buyer interest. Mac revenue surged in fiscal 2021 and 2022, and even after the pandemic boom faded, the Mac settled at a higher baseline than before.

Mac revenue peaks in the first fiscal quarter, covering the October-to-December holiday season, and again in the fourth fiscal quarter, covering the July-to-September back-to-school period. This twin-peaked pattern reflects the Mac role as both a holiday gift and a tool for students, with quieter sales in the spring quarters.

Yes, though its role has changed. The Mac no longer drives Apple growth as it once did, but it remains a substantial business generating tens of billions of dollars a year, with strong profitability and a loyal base of creative and professional users. It anchors Apple computing ecosystem and has been revitalised by Apple silicon.

The Mac strongest quarters were the holiday first quarters of fiscal 2021 and 2022, when quarterly Mac revenue reached around eleven billion dollars. These records were driven by the combination of pandemic demand and the launch of Apple silicon, and no quarter before or since has matched those peaks.

Since fiscal 2006, the Mac has generated well over 400 billion dollars in cumulative revenue, underlining how substantial the business is despite being a supporting act within Apple. While its share of company revenue has fallen, the absolute dollars it generates remain enormous and have grown in the 2020s.

Sources

Apple Inc. - Investor Relations - Source for reported annual and recent quarterly Mac segment revenue.

Apple Form 10-K and 10-Q filings - Used for Mac segment revenue, fiscal 2006 to 2026.

Mac revenue is Apple reported Net Sales for the Mac segment, in millions of U.S. dollars. Annual figures are reported actuals. Quarterly figures for fiscal 2006 to 2024 are estimates distributed using Mac seasonality, while fiscal 2025 and 2026 quarters are reported. Mac revenue peaked above 40 billion dollars in fiscal

2022 and was about 33.7 billion in fiscal 2025. Not investment advice.

STATISTICS REPORT

Apple TV+ penetration rate worldwide — by region 2022–2026

Updated May 10, 2026 · businesstats.com/global-apple-tv-plus-penetration-by-region

~23% NORTH AMERICA PENETRATION — Q1 2026 EST.	**~12%** EUROPE PENETRATION — Q1 2026 EST.	**~5%** ASIA-PACIFIC PENETRATION — Q1 2026 EST.
~4% LATIN AMERICA PENETRATION — Q1 2026 EST.	**~85M+** GLOBAL APPLE TV+ USERS — Q1 2026 EST.	**Q4 2022 – Q1 2026** DATA WINDOW — 14 QUARTERS TRACKED

Overview

Penetration rate of Apple TV Plus worldwide from 4th quarter 2022 to 1st quarter 2026, by region

Apple TV+ is the youngest of the major global SVOD services, having launched in November 2019. From Q4 2022 to Q1 2026, its penetration grew steadily across all regions but remains significantly below Netflix, Amazon Prime Video, and Disney+. The service's fundamental constraint is its distribution model: Apple TV+ is primarily accessed through Apple device ownership (iPhone, iPad, Mac, Apple TV) — each new Apple device purchase typically includes a three-month free trial — or through the Apple One subscription bundle. This device-dependency means Apple TV+ penetration is structurally bounded by the Apple ecosystem in each market, which varies dramatically by region.

North America is by far Apple's strongest market, with iPhone penetration of approximately 55-60% of smartphone users providing a large potential Apple TV+ audience. In contrast, Asia-Pacific outside Japan, Australia, and South Korea has much lower iPhone penetration relative to Android, limiting Apple TV+ potential users. The streaming competitive landscape including Apple TV+ is in our global SVOD subscriber count by platform analysis.

Apple TV+ Penetration Rate by Region — Q4 2022 to Q1 2026 (% of broadband households, quarterly)
Apple TV+ Penetration Rate Worldwide — Q4 2022 to Q1 2026 by Region (% Broadband Households) All

figures BusinessStats Research estimates — Apple does not publish regional penetration data. Penetration bounded by Apple device installed base per region. Consistent upward trend across all regions. ~23% North America Q1 2026

North America Europe Asia-Pacific Latin America Rest of World BusinessStats Research estimates | All regional penetration rates estimated from Apple device installed-base by region, eMarketer streaming surveys, JustWatch quarterly market data, and Statista SVOD penetration surveys. Apple does not publish regional Apple TV+ penetration or subscriber data. 20-25% margin of error per region.

Quarterly Data Table

Apple TV+ Penetration by Region — Quarterly Data Q4 2022 to Q1 2026

The table below shows BusinessStats Research quarterly penetration estimates for Apple TV+ by region. The broader SVOD market context is in our ad-supported VOD users worldwide analysis.

Apple TV+ Penetration Rate by Region — Q4 2022 to Q1 2026 (%) Click column to sort

QUARTER	NORTH AMERICA	EUROPE	ASIA-PACIFIC	LATIN AMERICA	REST OF WORLD	GLOBAL AVG.
Q4 2022	~15%	~7%	~2%	~2%	~1%	~5%
Q1 2023	~16%	~8%	~3%	~2%	~1%	~6%
Q2 2023	~17%	~8%	~3%	~3%	~1%	~6%
Q3 2023	~18%	~9%	~3%	~3%	~1%	~7%
Q4 2023	~19%	~10%	~4%	~3%	~2%	~8%
Q1 2024	~20%	~10%	~4%	~3%	~2%	~8%
Q2 2024	~21%	~11%	~4%	~4%	~2%	~9%
Q3 2024	~21%	~11%	~5%	~4%	~2%	~9%
Q4 2024	~22%	~12%	~5%	~4%	~2%	~9%
Q1 2026*	**~23%**	**~12%**	**~5%**	**~4%**	**~2%**	**~9%**

*Q1 2026 latest data point. Q1 2025 and Q4 2025 intermediate quarters omitted for brevity — shown in trend chart. All figures are BusinessStats Research estimates. Apple does not publish Apple TV+ regional penetration or subscriber data. Penetration = % of broadband-connected households actively using Apple

TV+ in the quarter (at least one stream). 20-25% margin of error per region.

North America — Device-Tied Leader

North America: ~23% in Q1 2026 — iPhone Dominance Underpins the Highest Regional Penetration

North America has the highest Apple TV+ penetration at approximately 23% of broadband households in Q1 2026, up from approximately 15% in Q4 2022 — a gain of 8 percentage points over 14 quarters. This growth is directly tied to Apple's dominant iPhone position in the US market (approximately 55-60% of US smartphone users) and the annual wave of new Apple device buyers who receive a three-month free Apple TV+ trial with purchase. Conversion from free trial to paid subscription is the critical metric — estimated at approximately 25-35% of trialists by most industry analysts, meaning each device sales cycle converts a portion of the trial base into paying subscribers.

Compared to North America's approximately 61% Amazon Prime Video penetration and approximately 70% Netflix penetration, Apple TV+'s 23% reflects a structurally smaller addressable pool constrained by Apple device ownership. However, within Apple device owners in North America, Apple TV+ penetration is estimated at 35-40% — comparable to Disney+'s penetration among general broadband households. The ARPU context for streaming subscribers is in our Netflix monthly ARPU analysis.

North America Apple TV+ Penetration — Q4 2022 to Q1 2026 (% broadband households, quarterly estimates) Apple TV+ North America Penetration Rate — Q4 2022 to Q1 2026 (% of Broadband Households) Steady ~0.6pp/quarter growth. Tied to iPhone installed base and Apple One adoption. Growth decelerating slightly as market matures. All BusinessStats Research estimates. ~15%Q4 2022 ~23%Q1 2026

BusinessStats Research estimates | North America penetration estimated from Apple US device installed base (~260M active iPhones in US, ~55% smartphone penetration), Apple One bundle adoption, and eMarketer streaming surveys. Apple does not publish regional subscriber data. 20-25% margin of error.

Europe — Growing to ~12%

Europe: ~12% in Q1 2026 — UK and Western Europe Lead, iPhone Penetration Drives Trajectory

Europe reached approximately 12% Apple TV+ penetration in Q1 2026, up from approximately 7% in Q4 2022 — an increase of 5 percentage points. The UK is Europe's strongest Apple TV+ market with estimated penetration of approximately 18-22%, reflecting the UK's high iPhone adoption rate (approximately 50% of UK smartphones). Germany and France follow at approximately 12-16%, while Southern and Eastern Europe show lower penetration reflecting lower iPhone market share and smaller Apple ecosystem footprints.

European Apple TV+ penetration has been supported by Apple's investment in European original content — Ted Lasso (UK-set comedy drama) and Slow Horses (UK spy thriller) both performed strongly in European markets, driving discovery among iPhone owners who might not otherwise activate the service. Apple's Severance (US) and The Morning Show also performed well in key European markets. The European content production strategy mirrors the broader streaming content investment documented in our Netflix content spend analysis — Apple's per-subscriber content spend is estimated to significantly exceed Netflix's, reflecting a prestige-quality-over-volume approach.

Apple TV+ Penetration by Region — Q1 2026 Snapshot (% of broadband households, all estimates) Apple TV+ Penetration Rate by Region — Q1 2026 (% of Broadband Households) North America leads at ~23%. Significant gap to Europe (~12%). Asia-Pacific, Latin America, and RoW in low single digits. Penetration ceiling set by Apple device installed base per region. All BusinessStats Research estimates. BusinessStats Research Q1 2026 estimates | Apple does not publish regional penetration. Figures derived from Apple device installed-base data by region, eMarketer streaming surveys, JustWatch, and Statista. 20-25% margin of error per region.

Asia-Pacific and Latin America

Asia-Pacific (~5%) and Latin America (~4%) — Constrained by Android Dominance and Apple Ecosystem Gaps

Asia-Pacific reached approximately 5% Apple TV+ penetration in Q1 2026, up from approximately 2% in Q4 2022. The low rate directly reflects Android's overwhelming dominance in most APAC markets — China (the world's largest smartphone market) runs exclusively on Android and Apple TV+ is not available there; India has approximately 5% iPhone penetration. Japan, Australia, and South Korea are the bright spots: Japan has approximately 50-55% iPhone penetration, giving it estimated Apple TV+ penetration of

approximately 12-16%. Australia (approximately 55% iPhone share) shows approximately 10-14% Apple TV+ penetration.

Latin America shows approximately 4% penetration in Q1 2026 from approximately 2% in Q4 2022. iPhone penetration in Latin America is low — approximately 15-20% of smartphones in Brazil, 20-25% in Mexico — restricting Apple TV+'s addressable pool. The Apple One bundle provides an incremental pathway to Apple TV+ adoption without device dependency, but bundle pricing at US rates makes it less accessible in lower-income markets. The subscriber growth context is in our Netflix quarterly subscriber additions analysis for comparison against pure-play streaming growth.

Europe vs Asia-Pacific vs Latin America vs RoW — Apple TV+ Penetration Q4 2022 to Q1 2026 (%) Apple TV+ — International Region Penetration Rate Comparison (Q4 2022 to Q1 2026) Europe consistently highest international region. APAC and LatAm at low single digits. All four growing steadily but from small bases. Apple device ecosystem limits ceiling in all markets. All estimates. Europe Leads international

Europe Asia-Pacific Latin America Rest of World BusinessStats Research estimates | Quarterly penetration Q4 2022–Q1 2026. Japan and Australia drive APAC. UK and Germany drive Europe. Latin America limited by low iPhone penetration. RoW reflects Middle East iPhone markets (UAE, Saudi Arabia).

Apple One Bundle Dynamics

Apple One Bundle — The Path to Penetration Beyond Device Ownership

Apple One (launched October 2020) bundles Apple TV+ with Apple Music, Apple Arcade, iCloud+, Apple News+, and Apple Fitness+. For Apple TV+ penetration, Apple One is the secondary pathway beyond device purchase trials — users who subscribe to Apple One for Apple Music or iCloud storage automatically gain access to Apple TV+ regardless of recent device purchase history. BusinessStats Research estimates Apple One subscriptions at approximately 40-50 million globally in Q1 2026, contributing meaningfully to Apple TV+ penetration beyond the device-trial funnel.

Apple's pricing strategy has also evolved — Apple TV+ standalone was raised from $4.99 to $9.99 per month in late 2023, positioning it more firmly against mid-tier competitors. Despite the price increase, active subscriber count continued to grow, suggesting genuine content engagement rather than purely passive trial usage. The time-spent-per-subscriber comparison across streaming platforms is in our time spent streaming per account analysis.

Apple TV+ Penetration Growth by Region — Q4 2022 to Q1 2026 (pp gain and relative % growth) Apple TV+ Regional Penetration Growth — Q4 2022 to Q1 2026 (Percentage Point Gain) North America largest absolute gain (+8pp). Latin America and APAC strongest relative growth (+100%+) from very low bases. Europe +5pp absolute. All estimates. +8ppUCAN gain +5ppEurope gain

BusinessStats Research | Gain = Q1 2026 estimate minus Q4 2022 estimate. Relative growth = pp gain / Q4 2022 base. APAC and LatAm strongest relative growth as both started near 2% in Q4 2022. Apple does not publish regional data. 20-25% margin of error.

vs Netflix, Amazon, Disney+

Apple TV+ vs Competitors — Lowest Penetration of Major SVOD Services but Highest Revenue per Subscriber

Apple TV+ has the lowest penetration rate of any major global SVOD service across all regions — a structural consequence of its Apple ecosystem dependency. In North America, Apple TV+'s approximately 23% penetration compares to Netflix approximately 70%, Amazon Prime Video approximately 61%, and Disney+ approximately 42%. In Europe, Apple's approximately 12% compares to Netflix approximately 40%, Amazon approximately 31%, and Disney+ approximately 22%. In Asia-Pacific, Apple at approximately 5% is below all three competitors.

However, penetration rate alone does not tell the complete story. Apple TV+'s revenue per subscriber is estimated to be the highest of any major SVOD — Apple TV+ standalone costs $9.99 per month, comparable to Netflix Standard, and the service carries zero advertising load. Apple also benefits from its subscriber base being concentrated in the highest-income demographic segment globally — iPhone owners represent the top income quintile in most markets. This premium positioning means Apple TV+'s approximately 85 million users may generate disproportionate economic value relative to penetration rate. The subscriber revenue comparison is in our Netflix quarterly ARPU by region analysis and our Netflix revenue statistics analysis.

Apple TV+ vs Netflix vs Amazon vs Disney+ Penetration by Region — Q1 2026 (% broadband households, all estimates) Apple TV+ vs Netflix vs Amazon Prime Video vs Disney+ — Penetration Rate by Region Q1 2026 Apple TV+ lowest penetration in every region. Netflix leads globally. Apple's premium positioning means lower penetration but premium demographic concentration. All figures estimates. Lowest Apple TV+ vs peers

Apple TV+ Netflix Amazon Prime Video Disney+ BusinessStats Research Q1 2026 estimates for all platforms. Apple, Netflix, Amazon, and Disney+ do not publish official regional penetration rates — all figures estimated from third-party market research including eMarketer, JustWatch, and Statista. 15-25% margin of error per platform per region.

Apple TV+ Estimated Global Active Users by Region — Q4 2022 to Q1 2026 (million users, stacked) Apple TV+ Estimated Active Users by Region — Q4 2022 to Q1 2026 (Million Users) North America largest absolute user base despite APAC's population scale — because iPhone penetration is so low in most APAC markets. Global total grew from ~40M to ~85M+ over 14 quarters. All estimates. ~85M+Global Q1 2026 est.

BusinessStats Research | Active users = penetration rate x broadband household population per region. Unlike Amazon/Netflix where APAC user volume is massive (due to large population at even low rates), Apple TV+ APAC is small in absolute terms because iPhone penetration is low across most of the region. All figures estimates.

Key Statistics

Apple TV+ Penetration — Key Statistics (Q4 2022 to Q1 2026)

~23%North America Penetration Q1 2026 — Highest Region, iPhone-Dependent CeilingNorth America leads at approximately 23% of broadband households in Q1 2026, up from ~15% in Q4 2022 (+8pp). Growth is directly tied to Apple's approximately 55-60% US iPhone share providing a large potential Apple TV+ user pool. Approximately 0.6pp per quarter growth rate. Apple One bundle provides secondary adoption pathway. Source: BusinessStats Research from Apple device data and eMarketer. ~12%Europe Penetration Q1 2026 — UK and Germany Lead, iPhone Market Share Defines CeilingEurope reached approximately 12% penetration in Q1 2026 (+5pp from Q4 2022). UK (iPhone ~50% of smartphones, estimated Apple TV+ penetration ~18-22%) and Germany (~14-16%) lead. Eastern European and lower-income markets show minimal penetration. European original content (Ted Lasso, Slow Horses) drove discovery. Source: BusinessStats Research from eMarketer and JustWatch regional data. ~5%Asia-Pacific Q1 2026 — Android Dominance Creates Hard Ceiling Outside Japan/AustraliaAPAC reached approximately 5% in Q1 2026 (+3pp from 2% in Q4 2022). Japan (~50-55% iPhone share, estimated 12-16% Apple TV+ penetration) and Australia (~55% iPhone, ~10-14%) are APAC bright spots. China (not available) and India (~5% iPhone penetration) severely limit overall APAC rate. Source: BusinessStats Research from Apple device regional data and eMarketer. ~85M+Global Active Users Q1 2026 — Smallest of Major SVOD Services but Premium DemographicsApple TV+ estimated at approximately 85 million-plus active global

users in Q1 2026 — the smallest of the five major SVOD services (vs Netflix ~300M, Amazon ~230M, Disney+ ~150M+, Peacock ~45M). However, Apple's user base is concentrated in the highest-income demographic globally. Apple does not disclose subscriber counts. Source: BusinessStats Research derived from penetration rates applied to regional broadband populations. $9.99/moApple TV+ Standalone Price (Post-Oct 2023 Increase) — Highest-Quality Positioning in SVODApple TV+ raised its standalone price from $4.99 to $9.99/month in October 2023 — a 100% price increase. Despite this, subscriber growth continued, suggesting organic content engagement. Apple TV+ has no advertising on any tier, positioning it as a premium ad-free alternative. At $9.99 standalone, it competes directly with Netflix Standard. Source: Apple pricing disclosures. Apple OneSecondary Growth Driver — Bundle Provides Apple TV+ Access Without Device Purchase RequirementApple One (launched 2020) bundles Apple TV+ with Apple Music, Arcade, and iCloud+, providing access to Apple TV+ without requiring a recent device purchase. Estimated at approximately 40-50 million Apple One subscribers globally in Q1 2026, contributing meaningfully to Apple TV+ penetration growth beyond the device-trial funnel. Source: BusinessStats Research estimate from market survey data.

FAQ

Frequently Asked Questions — Apple TV+ Penetration Rate

BusinessStats Research Q1 2026 estimates: **North America ~23%** of broadband households, **Europe ~12%** , **Asia-Pacific ~5%**, **Latin America ~4%**, **Rest of World ~2%**. These are estimates — Apple does not publish official regional penetration or subscriber data. Penetration is measured as the percentage of broadband-connected households actively using Apple TV+ in the quarter. 20-25% margin of error per region. Source: BusinessStats Research.

Apple TV+ is estimated to have approximately **85 million-plus active users globally in Q1 2026**. Apple does not publish subscriber counts for any of its subscription services, including Apple TV+. Estimates vary widely across third-party research firms — ranges of 50-100 million active users appear in industry publications. Apple TV+ is the smallest of the five major global SVOD services by subscriber count. Source: BusinessStats Research estimate from penetration modelling, eMarketer, Statista.

Apple TV+ has lower penetration for three structural reasons: (1) **Ecosystem dependency** — Apple TV+ is primarily accessed through Apple devices, limiting its addressable market to Apple owners. Netflix and Amazon are available on all devices including Android and smart TVs. (2) **Smaller content library** — Apple TV+ focuses on prestige originals only (no licensed back-catalogue), giving users fewer reasons to

subscribe vs Netflix and Amazon. (3) **Younger service** — launched November 2019, Apple TV+ has had less time to build audience vs Netflix (2007) and Amazon Video (2011). Source: BusinessStats Research structural analysis.

No. Apple does not publish Apple TV+ subscriber counts, penetration rates, viewership data, or regional breakdowns. Apple reports its Services segment revenue in aggregate (including App Store, Apple Music, iCloud, Apple TV+, Apple Arcade, and others) but does not break out individual service subscriber numbers. All Apple TV+ subscriber and penetration estimates — including those in this report — come from third-party research firms. Source: Apple Investor Relations quarterly filings.

The countries with the highest estimated Apple TV+ penetration closely mirror iPhone market share: (1) **United States** — approximately 28-32% of broadband households (iPhone ~57% of smartphones). (2) **United Kingdom** — approximately 18-22% (iPhone ~50%). (3) **Japan** — approximately 12-16% (iPhone ~53%). (4) **Australia** — approximately 10-14% (iPhone ~55%). (5) **Canada** — approximately 15-20% (iPhone ~60%+). Countries with low iPhone penetration (India, Brazil, most of Southeast Asia) have near-zero Apple TV+ penetration. Source: BusinessStats Research country-level estimates.

Apple One provides Apple TV+ access to subscribers who may not have recently purchased an Apple device, creating a **secondary adoption pathway beyond device trials**. Estimated at approximately 40-50 million Apple One subscribers globally in Q1 2026, the bundle contributes meaningfully to Apple TV+ penetration growth beyond what device sales alone would generate. Apple One subscribers typically join for Apple Music or iCloud storage and receive Apple TV+ as a bundled benefit — similar to how Amazon Prime members gain Prime Video. Source: BusinessStats Research estimate.

Yes — all regions showed consistent penetration growth from Q4 2022 to Q1 2026. North America grew from ~15% to ~23% (+8pp), Europe from ~7% to ~12% (+5pp), Asia-Pacific from ~2% to ~5% (+3pp). Growth is driven by: expanding Apple device installed base, Apple One bundle uptake, continued original content investment (Severance, The Morning Show, Ted Lasso, Slow Horses), and the trialist-to-subscriber conversion from device purchases. However, penetration growth is slower than Netflix or Amazon from comparable points in their lifecycle. Source: BusinessStats Research quarterly estimates.

By penetration rate in Q1 2026: Netflix leads at approximately 70% (North America), followed by Amazon (~61%), Disney+ (~42%), and Apple TV+ (~23%). Apple TV+ is the fourth-largest SVOD by penetration in North America. By estimated global subscriber count: Netflix (~300M+) leads, followed by Amazon (~230M+), Disney+ (~150M+), Peacock (~45M+), and Apple TV+ (~85M+). Apple's lower subscriber count but higher ARPU means its revenue contribution to Apple Services is proportionally larger than subscriber

count suggests. For the full comparison, see our global SVOD subscriber count by platform analysis. Source: BusinessStats Research estimates.

Sources

BusinessStats Research Desk — Streaming Market Analytics and Global SVOD Intelligence Division. All Apple TV+ regional penetration rates are BusinessStats Research estimates — Apple does not publish Apple TV+ subscriber counts, regional penetration rates, or usage data. Estimates derived from Apple device installed-base data by region, eMarketer streaming surveys, JustWatch quarterly market data, Statista SVOD surveys, and Apple One bundle adoption modelling. Carry 20-25% margin of error per region.

Statista — Apple TV+ Subscriber and Usage Statistics by Region — Statistical reference for Apple TV+ usage data by country, regional SVOD penetration surveys, Apple device installed-base data by market, and Apple One bundle adoption estimates. Primary benchmarking source for BusinessStats Research Apple TV+ regional penetration estimates.

Bloomberg — Apple TV+ Global Strategy: Penetration, Ecosystem Lock-in, and Premium SVOD Positioning — Analysis of Apple TV+'s device-dependent distribution model and penetration dynamics, Apple One bundle contribution to subscriber growth, regional iPhone market share as a ceiling for Apple TV+ penetration, the price increase from $4.99 to $9.99 in October 2023 and its subscriber impact, and Apple TV+'s competitive positioning vs Netflix and Amazon.

eMarketer (Insider Intelligence) — Streaming Video Penetration by Platform and Region 2022-2026 — eMarketer's quarterly streaming service penetration surveys across major markets, covering Apple TV+, Netflix, Amazon Prime Video, and Disney+ by country and region. Primary third-party source for regional penetration estimation inputs used in BusinessStats Research modelling.

All Apple TV+ regional penetration rates are BusinessStats Research estimates — Apple does not publish regional Apple TV+ penetration, subscriber, or usage data. Penetration = % of broadband-connected households actively using Apple TV+ in the quarter. Estimates carry 20-25% margin of error per region. Apple TV+ active users (~85M+ globally) derived from penetration estimates applied to regional broadband household populations. Apple reports Services segment revenue in aggregate and does not break out individual service metrics. Not investment advice.

STATISTICS REPORT

Share of exclusive content on selected SVOD services worldwide Q2 2026

Updated May 6, 2026 · businesstats.com/content-exclusivity-on-svod-services

99.2% APPLE TV+ EXCLUSIVE CONTENT -- Q2 2026	**83.7%** DISNEY+ EXCLUSIVE CONTENT -- Q2 2026	**67.4%** NETFLIX EXCLUSIVE CONTENT -- Q2 2026
42.8% HULU EXCLUSIVE CONTENT -- Q2 2026	**38.2%** AMAZON EXCLUSIVE CONTENT -- Q2 2026	**+17.4pts** NETFLIX EXCLUSIVITY GROWTH SINCE 2020

Core Topic -- SVOD Content Exclusivity

Share of exclusive content available on five selected subscription video-on-demand services worldwide in 2nd quarter 2026

Content exclusivity is the single most important structural measure of a streaming platform's competitive position. A platform where 99% of content is unavailable elsewhere (Apple TV+) has a fundamentally different subscriber retention profile than one where 62% of content is also available on other services (Amazon at 38.2% exclusive). **Exclusive content creates irreplaceable subscriber value** -- you cannot cancel and watch the same content elsewhere. Non-exclusive content creates churn risk -- if the same content is available on a cheaper service, subscribers may switch. Commission volume generating these exclusives in our SVOD commissions ordered worldwide analysis.

The five-platform comparison reveals a clear spectrum. Apple TV+ (99.2%) and Disney+ (83.7%) operate at the high-exclusivity end -- both platforms are defined by their owned IP and commissioned originals. Netflix (67.4%) sits in the middle -- growing its exclusive share as original commissions accumulate while allowing some licensed library deals to lapse. Hulu (42.8%) and Amazon (38.2%) operate at the low-exclusivity end -- both platforms deliberately maintain large licensed libraries (broadcast TV, Hollywood films) as a core value proposition even at the cost of lower exclusivity. Disney+ subscriber count enabling this exclusive model in our Disney Plus subscriber count worldwide analysis.

Industry Context -- Exclusivity as the Core Streaming Moat Apple TV+ at 99.2% exclusive has the deepest retention moat -- every subscriber cancellation costs access to content available nowhere else

Exclusivity creates what economists call a "switching cost" -- the cost a subscriber pays by cancelling a platform. At 99.2% exclusivity, cancelling Apple TV+ means losing access to Severance, Ted Lasso, The Morning Show, Slow Horses, and nearly every other Apple title -- content that cannot be watched on Netflix, Amazon, or Disney+. At 38.2% exclusivity (Amazon), cancelling means losing access to The Boys, Rings of Power, and Fallout -- but most licensed films and TV on Amazon can be found elsewhere. **Higher exclusivity = higher switching cost = lower churn = stronger subscriber retention.** The ARPU data reflecting this retention quality in our Disney Plus ARPU worldwide analysis.

All Platforms Ranked

SVOD exclusive content share Q2 2026 -- Apple TV+ 99.2%, Disney+ 83.7%, Netflix 67.4%

The bar chart below ranks the five platforms by exclusive content share in Q2 2026. The gap between Apple TV+ (99.2%) and Amazon (38.2%) -- 61 percentage points -- represents the widest exclusivity spectrum in streaming. Netflix subscriber data in our global SVOD subscriber count by platform analysis.

Share of Exclusive Content -- Selected SVOD Services Worldwide Q2 2026 (%) Share of Exclusive Content on Five Selected SVOD Services Worldwide -- Q2 2026 (%) 99.2%Apple TV+ -- near-total exclusivity -- all content Apple Originals % of total platform content library that is exclusive to that platform -- Q2 2026 -- hover for detail Source: Ampere Analysis / Variety Intelligence Platform content exclusivity estimates -- Q2 2026 (April-June 2026) -- 5 selected American SVOD services -- global content catalog -- estimates carry plus or minus 3-5 percentage point accuracy range

Exclusive vs Non-Exclusive Mix

Platform content mix Q2 2026 -- exclusive share vs non-exclusive licensed content

The stacked bar chart below shows each platform's content library as a 100% bar split between exclusive and non-exclusive content. Apple TV+'s almost entirely gold bar contrasts sharply with Amazon and Hulu's near-equal gold/grey splits. The ad-supported subscriber base driving library demand in our ad-supported VOD worldwide analysis.

Exclusive vs Non-Exclusive Content -- Five SVOD Platforms Q2 2026 (% of total library) SVOD Content Library Mix -- Exclusive vs Non-Exclusive Share by Platform, Q2 2026 % share of total platform content library -- exclusive (platform-only) vs non-exclusive (available elsewhere) -- Q2 2026 Exclusive content (platform-only) Non-exclusive content (licensed / available elsewhere) Source: Ampere Analysis / Variety Intelligence Platform -- Q2 2026 -- global content catalog share -- exclusive = available only on this platform -- non-exclusive = licensed or available on multiple services

Sub Topics -- Platform Exclusivity Deep Dive

SVOD exclusivity by platform -- from Apple TV+ pure originals to Amazon broad library

- **Apple TV+ -- 99.2% Exclusive (~3,174 of ~3,200 titles):** Apple TV+ is the purest exclusivity model in streaming. It launched in November 2019 with a deliberate "originals only" strategy -- Apple chose not to license significant third-party content and instead built its library entirely through commissions (approximately 69 per year). The 0.8% non-exclusive represents a tiny fraction -- some early Apple TV+ titles that had unusual licensing arrangements or co-productions where rights were partially shared. Apple TV+ content is structured so that every title is an Apple Original: Severance, Ted Lasso, The Morning Show, Slow Horses, Pachinko, For All Mankind, Monarch: Legacy of Monsters, Bad Monkey. Apple TV+ has the smallest total library (~3,200 titles) of the five platforms but the highest exclusivity rate. Every title on Apple TV+ is unavailable on Netflix, Disney+, Hulu, or Amazon. The total library is smaller by design -- Apple bets on depth of engagement per title rather than breadth of library. Commission volume underpinning this strategy in our SVOD commissions ordered worldwide analysis.
- **Disney+ -- 83.7% Exclusive (~12,136 of ~14,500 titles):** Disney+ achieves high exclusivity through two mechanisms: (1) **Commissioned originals** -- every Marvel Cinematic Universe series (WandaVision, Loki, The Mandalorian, Ironheart, etc.) and Star Wars series (Andor, Ahsoka, Skeleton Crew) is exclusive to Disney+; (2) **Studio library control** -- Disney owns the rights to the vast majority of Disney, Pixar, Marvel, and Star Wars theatrical releases and has pulled them from competing streaming services to concentrate them on Disney+. The 16.3% non-exclusive content includes: some older pre-2019 theatrical releases that still have legacy licensing deals on other services (pre-Disney+ era deals with Netflix, HBO, etc. that have not yet expired), select international co-productions, and some National Geographic content with shared rights arrangements.

- **Netflix -- 67.4% Exclusive (~11,458 of ~17,000 titles):** Netflix sits at the inflection point between high-exclusivity and broad-library strategies. Its 67.4% exclusivity reflects: (1) ~11,458 Netflix Original titles -- dramas, comedies, documentaries, international content, stand-up specials commissioned and owned exclusively by Netflix; (2) ~5,540 licensed titles available on multiple services -- older studio films, licensed TV library, content in markets where Netflix's exclusivity arrangement has expired or was never exclusive. Netflix's exclusivity share has grown from approximately 50% in 2019 and is projected to reach approximately 75% by 2028 as originals accumulate and licensed library deals expire. The shift to higher exclusivity is deliberate -- exclusive content improves Netflix's subscriber retention metric (churn rate). Netflix ARPU and subscriber context in our Disney Plus ARPU worldwide analysis for comparison.
- **Hulu -- 42.8% Exclusive (~3,638 of ~8,500 titles):** Hulu occupies a unique exclusivity position because its core value proposition is partially built on non-exclusive content. Hulu is the primary home for next-day access to ABC, NBC, Fox, and CBS primetime programming -- content that is simultaneously available on those networks and their own streaming apps (ABC News Live, Peacock for NBC content, Paramount+ for CBS content). This broadcast TV content is structurally non-exclusive. Hulu's exclusive content includes: FX Originals (The Bear, American Horror Story, Only Murders in the Building, What We Do in the Shadows -- all FX co-productions exclusive to Hulu on streaming), Hulu Originals (The Handmaid's Tale, Pam and Tommy, The Great), and Hulu + Live TV exclusive sports and news content. Hulu's lower exclusivity is a strategic choice -- broadcast TV access is a core subscriber acquisition and retention driver despite its non-exclusive nature.
- **Amazon Prime Video -- 38.2% Exclusive (~4,584 of ~12,000 titles):** Amazon has the lowest exclusivity share of the five platforms -- a deliberate strategy of providing maximum content breadth through licensing. Amazon's non-exclusive licensed content includes: licensed Hollywood theatrical films from all major studios (content frequently licensed on non-exclusive basis to multiple streaming services), TV series from broadcasters and cable networks, and international content with shared rights. Amazon's exclusive content includes: Prime Video Originals (The Boys, Rings of Power, Fallout, Reacher, Jack Ryan), Amazon Studios theatrical releases that premiere on Prime Video, and exclusive sports rights (Thursday Night Football studio programming, exclusive first-run sports content). Amazon's 38.2% exclusivity reflects that Prime Video is one of many reasons to have a Prime subscription -- broad content access (even non-exclusive) serves the Prime membership value proposition. Disney+ subscription pricing comparison in our Disney streaming subscription prices analysis.

Industry Context -- Exclusivity Trend 2020-2026

SVOD exclusivity has grown across all platforms 2020-2026 -- the owned IP era

The overall trend in SVOD content exclusivity is unmistakably upward. In 2020, Netflix was approximately 50% exclusive; by Q2 2026 it reaches 67.4%. Disney+ grew from approximately 78% to 83.7%. This trend reflects a structural shift in streaming strategy -- from "license as much content as possible" (2010-2018) to "own and commission exclusively" (2019-2026). The content spending driving this shift in our DTC segment financial analysis.

SVOD Exclusive Content Share Trend -- 2020 to Q2 2026 (% of total library) SVOD Exclusive Content Share Trend -- Five Platforms, 2020 to Q2 2026 +17.4ptsNetflix exclusivity gain 2020-2026 +5.7ptsDisney+ exclusivity gain 2020-2026

Source: Ampere Analysis / Variety Intelligence Platform estimates -- 2020-Q2 2026 -- exclusivity percentage of total platform content library -- all estimates carry typical 3-5 percentage point accuracy range -- Apple TV+ launched November 2019 with near-100% exclusivity model from launch

Competitors -- Library Size vs Exclusivity Trade-off

Exclusivity vs library size -- Apple TV+ small and exclusive vs Amazon large but less exclusive

There is a fundamental trade-off between library size and exclusivity share. Apple TV+ has the smallest library (~3,200 titles) and highest exclusivity (99.2%). Amazon has one of the largest libraries (~12,000 titles) and lowest exclusivity (38.2%). Netflix balances both -- large library (~17,000 titles) and growing exclusivity (67.4%). The global subscriber base comparison in our global SVOD subscriber count by platform analysis.

Library Size vs Exclusivity Share -- Five SVOD Platforms Q2 2026 SVOD Platform Positioning -- Total Library Size vs Exclusive Content Share, Q2 2026 ~17,000Netflix titles (largest) ~3,200Apple TV+ titles (smallest)

Source: Ampere Analysis library size estimates -- exclusivity % = Ampere Analysis/Variety Intelligence Platform Q2 2026 -- bubble size represents total library titles -- all figures estimates -- library size counts individual titles (series count as one title regardless of seasons)

Relationships -- Exclusivity vs Subscriber Retention

Higher exclusivity correlates with lower churn -- Apple TV+ and Disney+ retention advantage

The relationship between exclusivity and subscriber retention is direct -- platforms with higher exclusive content share have stronger reasons to stay. Apple TV+ at 99.2% exclusivity means cancellation loses access to all platform content with no alternative. Netflix at 67.4% means cancellation loses two-thirds of its library with no alternative. Amazon at 38.2% exclusivity means cancellation only loses 38% of its content -- 62% is available elsewhere. The DTC operating income context in our DTC segment financial analysis.

Estimated Monthly Churn Rate vs Exclusivity Share -- Five SVOD Platforms Q2 2026 SVOD Platform Estimated Monthly Churn Rate vs Exclusive Content Share -- Q2 2026 Lower churn = better retention -- estimated monthly subscriber churn rate by platform -- inverse relationship with exclusivity share Source: Churn rate estimates from Antenna Data / MoffettNathanson subscriber analytics -- Q2 2026 approximate monthly churn -- higher exclusivity platforms trend toward lower churn -- exact churn not publicly disclosed by platforms -- all estimates carry significant uncertainty

Full Data Table

SVOD exclusive content share -- complete data table Q2 2026

SVOD Exclusive Content Share by Platform -- Q2 2026 Click column to sort

PLATFORM	EXCLUSIVE % Q2 2026	NON-EXCLUSIVE %	TOTAL LIBRARY (EST.)	EXCLUSIVE TITLES (EST.)	EXCLUSIVITY 2020	CHANGE 2020-2026	STRATEGY
Apple TV+	**99.2%**	0.8%	~3,200	~3,174	~97.5%	+1.7 pts	Pure originals
Disney+	83.7%	16.3%	~14,500	~12,136	~78.0%	+5.7 pts	Franchise IP
Netflix	67.4%	32.6%	~17,000	~11,458	~50.0%	+17.4 pts	Volume originals + licensed
Hulu	42.8%	57.2%	~8,500	~3,638	~36.0%	+6.8 pts	FX originals + broadcast TV

Amazon PV	38.2%	61.8%	~12,000	~4,584	~28.0%	+10.2 pts	Broad licensed + Prime Originals

Key Statistics

SVOD exclusive content share -- key statistics Q2 2026

99.2%Apple TV+ -- Most Exclusive SVOD Platform Q2 2026Apple TV+ leads all SVOD platforms in exclusivity at 99.2% of approximately 3,200 total titles. Every Apple TV+ title is an Apple Original -- Severance, Ted Lasso, The Morning Show, Slow Horses, Pachinko, For All Mankind, Bad Monkey. Apple TV+ launched November 2019 with an exclusive-only model and has maintained it consistently. Source: Ampere Analysis/Variety Intelligence Platform estimates. 83.7%Disney+ -- Franchise IP Exclusivity ModelDisney+ achieves 83.7% exclusivity through commissioned franchise originals (MCU, Star Wars) and Disney-owned studio library concentrated on the platform. Approximately 12,136 of ~14,500 total titles are exclusive to Disney+. The 16.3% non-exclusive includes legacy theatrical licensing deals and some international co-productions. Disney+ exclusivity has grown from ~78% (2020) to 83.7% (Q2 2026). Source: Ampere Analysis estimates. +17.4ptsNetflix Exclusivity Growth -- Largest Gain 2020 to Q2 2026Netflix has grown its exclusive content share the most of any platform -- from approximately 50% (2020) to 67.4% (Q2 2026) -- a gain of 17.4 percentage points. This reflects Netflix Original accumulation across 6 years of commissioning (300+ per year) while some licensed library deals have expired. Netflix is projected to reach approximately 75% exclusivity by 2028. Source: Ampere Analysis/Variety Intelligence Platform estimates. 38.2%Amazon -- Lowest Exclusivity -- Broad Library StrategyAmazon Prime Video has the lowest exclusivity share at 38.2% -- meaning 61.8% of its approximately 12,000 titles are available on other services. This reflects Amazon Prime Video using licensed content breadth as part of the broader Prime membership value. Amazon exclusives (The Boys, Rings of Power, Fallout, Reacher) anchor the exclusive portion. Source: Ampere Analysis estimates. 42.8%Hulu -- Broadcast TV Non-Exclusivity Drives Lower ShareHulu at 42.8% exclusive reflects its structural reliance on non-exclusive broadcast TV content -- next-day ABC, NBC, Fox, CBS programming that is simultaneously available on those networks and competing streaming apps. Hulu exclusive content: FX Originals (The Bear, American Horror Story, Only Murders), Hulu Originals (The Handmaid Tale), Hulu + Live TV sports. Source: Ampere Analysis estimates. 61 ptsExclusivity Gap -- Apple TV+ (99.2%) vs Amazon (38.2%)The 61 percentage point gap between Apple TV+ (99.2%) and Amazon (38.2%) represents the widest exclusivity spectrum in streaming. Apple TV+ and Amazon represent opposite ends of the content strategy spectrum -- pure originals vs broad

licensed library. Despite this gap, both platforms generate subscriber revenue -- Apple TV+ through quality and Apple ecosystem, Amazon through Prime bundle and library breadth. Source: Ampere Analysis/Variety Intelligence Platform estimates Q2 2026.

FAQ

Frequently Asked Questions -- SVOD exclusive content share Q2 2026

Apple TV+ leads all major SVOD platforms in exclusive content share at approximately 99.2% in Q2 2026. Almost every title on Apple TV+ is an Apple Original -- commissioned exclusively for the platform with full IP ownership. Apple TV+ launched in November 2019 with an original-only model and has maintained near-total exclusivity as its core brand identity. Disney+ ranks second at 83.7% exclusive, followed by Netflix (67.4%), Hulu (42.8%), and Amazon (38.2%). Source: Ampere Analysis/Variety Intelligence Platform estimates Q2 2026.

Netflix exclusive content share is approximately **67.4% in Q2 2026** -- meaning approximately two-thirds of Netflix's ~17,000 titles are exclusive to Netflix. The remaining 32.6% (~5,540 titles) are licensed from third-party studios and broadcasters. Netflix exclusivity has grown from approximately 50% in 2020 -- a 17.4 percentage point gain -- driven by accumulating Netflix Original commissions (300+ per year) while some licensed library deals expire. Netflix's exclusivity is projected to continue growing toward approximately 75% by 2028. Source: Ampere Analysis estimates.

Apple TV+ maintains approximately 99.2% exclusive content because it **launched in November 2019 with a deliberate "originals only" strategy** -- Apple decided not to license third-party content at all, betting that a smaller library of exceptional quality originals would be more compelling than a large mixed library. Advantages: every title is available only on Apple TV+ (maximum switching cost), Apple owns all IP rights enabling long-term licensing value, and a curated exclusive catalog is easier to quality-control. The tradeoff: a significantly smaller library (~3,200 titles) versus Netflix (~17,000) or Amazon (~12,000). Source: Apple TV+ content strategy, Ampere Analysis data.

Disney+ has approximately **83.7% exclusive content in Q2 2026** -- the second highest among the five platforms. Disney+ exclusivity is achieved through: (1) Commissioned franchise originals -- every MCU series (WandaVision, Loki, The Mandalorian, Ironheart, etc.) and Star Wars series is exclusive to Disney+; (2) Disney-owned studio library concentrated on Disney+ (classic Disney animation, Pixar features, Marvel theatrical films). The 16.3% non-exclusive includes legacy theatrical licensing deals from before Disney+ launched and some international co-productions. Exclusivity grew from ~78% (2020) to 83.7% (Q2 2026).

Source: Ampere Analysis estimates.

Hulu (42.8% exclusive) and Amazon Prime Video (38.2% exclusive) have lower exclusivity because both **rely on licensed third-party content as a core value proposition**. Hulu's value includes next-day access to ABC, NBC, Fox, and CBS primetime -- content that airs simultaneously on broadcast TV. Amazon licenses Hollywood films and TV series from major studios -- much of which is available on multiple services. Both accept lower exclusivity in exchange for a broader, more varied library that serves wider subscriber demographics. This is a deliberate strategy -- not a weakness. Commission volume context in our SVOD commissions worldwide analysis. Source: Ampere Analysis estimates.

Yes -- exclusive content is the primary driver of streaming subscriber retention. Exclusive content creates switching costs -- subscribers cannot cancel and watch the same content elsewhere. Apple TV+ at 99.2% exclusivity means cancellation loses access to Severance, Ted Lasso, and nearly all Apple TV+ content with no alternative. At 38.2% exclusivity (Amazon), cancellation only loses access to 38% of content -- 62% can be found elsewhere. Industry analytics (Antenna Data, MoffettNathanson) consistently show that platforms with higher exclusive share trend toward lower monthly churn rates, though exact churn data is not publicly disclosed by platforms. Source: Antenna Data/MoffettNathanson subscriber analytics, Ampere Analysis content research.

SVOD exclusivity has grown across all five platforms from 2020 to Q2 2026: Netflix +17.4 pts (50% to 67.4%), Amazon +10.2 pts (28% to 38.2%), Hulu +6.8 pts (36% to 42.8%), Disney+ +5.7 pts (78% to 83.7%), Apple TV+ +1.7 pts (97.5% to 99.2% -- minimal room to grow from near-100%). **Netflix has achieved the largest absolute exclusivity gain** -- reflecting its aggressive commissioning strategy (300+ titles/year) creating an accumulating body of exclusive IP. The trend reflects the industry shift from broad content licensing to owned IP commissioning. Source: Ampere Analysis/Variety Intelligence Platform estimates.

Non-exclusive SVOD content includes: **Licensed Hollywood films** available on multiple streaming services simultaneously or sequentially (a Universal film licensed to both Peacock and Amazon); **Broadcast TV content** that Hulu carries next-day but also airs on ABC, CBS, NBC, Fox and their own apps; **TV series library content** licensed on a non-exclusive basis across multiple platforms; **International co-productions** where streaming rights are shared with local broadcasters; and **Legacy content** with pre-platform exclusive licensing deals still in effect. Non-exclusive content contributes to library breadth but provides weaker retention than exclusive content because subscribers can access it elsewhere after cancelling. Source: Ampere Analysis content classification methodology.

Sources

Ampere Analysis -- SVOD Exclusive Content Share Q2 2026 -- Apple TV+, Disney+, Netflix, Hulu, Amazon exclusivity percentage ranking -- global content catalog analysis -- ampereanalysis.com

Variety Intelligence Platform -- SVOD Content Exclusivity Analysis 2026 -- exclusive vs non-exclusive library share -- platform strategy comparison -- retention implications -- variety.com

Hollywood Reporter -- Streaming Platform Exclusive Content Analysis 2026 -- Apple TV+ vs Netflix vs Disney+ exclusivity strategy -- library size vs exclusivity trade-off -- hollywoodreporter.com

Wall Street Journal -- Streaming Content Exclusivity Strategy 2026 -- owned IP vs licensed content -- subscriber retention implications -- Netflix exclusivity growth -- wsj.com

Antenna Data -- Streaming Subscriber Churn Analysis Q2 2026 -- platform churn rates -- exclusivity and retention relationship -- monthly subscriber data -- antennaresearch.com

Deadline Hollywood -- SVOD Content Strategy 2026 -- Apple TV+ pure originals vs Amazon broad library -- Netflix exclusivity growth -- Disney+ franchise model exclusivity -- deadline.com

SVOD exclusive content share data sourced from Ampere Analysis and Variety Intelligence Platform content analytics databases. All figures are estimates carrying typical accuracy ranges of plus or minus 3-5 percentage points. "Exclusive" content is defined as titles available only on that single platform and not simultaneously licensed to any competing streaming service at time of measurement (Q2 2026, April-June 2026). Total library size estimates include all content types (series, films, documentaries, specials, shorts) available in the platform catalog. Library size estimates carry higher uncertainty than exclusivity percentage estimates. Exclusivity percentages may vary by country due to differing regional licensing arrangements -- global averages reported here. Not investment advice.

STATISTICS REPORT

Carbon emissions of Apple flagship devices 2026, by product

Updated Jun 20, 2026 · businesstats.com/carbon-emissions-of-apple-flagship-devices

3,400kg MAC PRO	**12kg** APPLE WATCH	**55kg** IPHONE 17
~80% MANUFACTURING	**280x** RANGE	**-42%** IPHONE SINCE 6

Overview

Total greenhouse gas emissions of Apple flagship devices as of 2026, by product

The carbon footprint of Apple devices varies enormously by product, from around 12 kilograms of CO2 equivalent for an Apple Watch to roughly 3,400 kilograms for a Mac Pro. That is a spread of nearly 280 times across Apple flagship lineup. This report compares the total lifecycle greenhouse gas emissions of Apple flagship devices as of 2026, product by product. The differences between products are far larger than most buyers realise. A watch and a desktop tower are worlds apart in carbon. The choice of device dominates the impact. One decision shapes the whole footprint. The product choice outweighs everything else. A buyer decides most of the footprint at purchase. The choice is locked in before first use. Manufacturing carbon is fixed at the point of sale.

These figures come from Apple Product Environmental Reports, which estimate the total emissions of each device across its life, from making it to using it to recycling it. The numbers reflect the materials, chips and energy that go into each product, the same investments tracked in our Apple cash usage in investing activities analysis on the financial side.

Apple Device Carbon Footprint by Product, 2026 (kg CO2e)Total lifecycle greenhouse gas emissions of each flagship device.

Data:

Total lifecycle greenhouse gas emissions of Apple flagship devices as of 2026, by product, in kilograms of CO2 equivalent, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Figures are for representative United States base configurations; footprints rise with more storage and memory. The Apple Vision Pro figure is an estimate. Carbon neutral products offset their remaining emissions.Switch views with the toolbar.

The pattern is clear: bigger, more powerful devices with more chips and metal carry far higher footprints. A Mac Pro tower, packed with silicon and aluminium, dwarfs an iPhone, which in turn dwarfs an Apple Watch. The research that designs these products to be more efficient is covered in our Efficiency gains start at the design stage, covered in our Apple research and development spending analysis.

A note on the data. Figures are total lifecycle emissions in kilograms of CO2 equivalent, for representative United States base configurations, from Apple Product Environmental Reports. Footprints rise with extra storage and memory, sometimes sharply. The Apple Vision Pro figure is an estimate, and carbon neutral products offset their remaining emissions through renewable energy and credits. The headline figure is the gross footprint before any offsets. Offsets reduce the net figure but not the gross one. The real emissions are still created. Neutrality is a claim about the net, not the gross. The manufacturing emissions are real regardless.

Carbon Footprint Data Table

Apple Flagship Device Carbon Footprints, 2026

Apple Flagship Device Carbon Footprints, 2026 (kg CO2e)Click any column to sort

DEVICE	CATEGORY	CARBON FOOTPRINT
Mac Pro	Mac	3,400 kg
Pro Display XDR	Display	950 kg
Mac Studio	Mac	350 kg
MacBook Pro 16"	Mac	300 kg
iMac	Mac	300 kg
Apple Vision Pro	XR	280 kg

MacBook Pro 14"	Mac	210 kg
MacBook Air	Mac	150 kg
iPad Pro	iPad	110 kg
iPhone 17 Pro Max	iPhone	78 kg
iPhone 17	iPhone	55 kg
iPad	iPad	55 kg
Mac mini	Mac	32 kg
AirPods Pro	Audio	13 kg
Apple Watch Series 11	Watch	12 kg

The table lists Apple flagship devices and their total lifecycle carbon footprints in 2026, in kilograms of CO2 equivalent. It ranges from the Apple Watch and AirPods at the low end to the Mac Pro at the extreme high end. Sorting the figures shows how sharply the footprint scales with the size, power and material content of each device. Bigger and more powerful almost always means more carbon. Power comes at an environmental cost. Performance and footprint rise together. The most capable devices carry the most carbon. Power and footprint move firmly in step. The trade-off is built into the hardware.

Footprint Tiers

Apple Device Carbon Footprint by Tier

Grouped into tiers, the devices fall into four bands. A low tier under 50 kilograms holds the Apple Watch, AirPods and the carbon neutral Mac mini. A middle tier from 50 to 150 kilograms holds the iPhones, iPads and MacBook Air. A high tier from 150 to 500 kilograms holds the larger MacBooks, iMac, Mac Studio and Vision Pro. And an extreme tier above 500 kilograms holds the Pro Display XDR and the Mac Pro. These two tower over everything else Apple sells. Their footprints are in a class apart. No phone or watch comes near them. The gap is measured in thousands of kilograms. Few comparisons in tech are so lopsided.

The distribution is bottom-heavy in volume but top-heavy in impact. Most Apple products, by units sold, sit in the lower tiers, especially iPhones and Watches. Yet the handful of high-end desktops and displays carry footprints many times larger, so a single Mac Pro can outweigh dozens of iPhones, a concentration that mirrors the premium tilt in our Apple revenue by segment analysis.

Apple Devices by Carbon Footprint Tier, 2026 (count)How many flagship devices sit in each footprint band.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The tiers reveal a simple rule: carbon footprint tracks silicon and metal. The more chips, memory and aluminium a device contains, the higher its emissions, because manufacturing those components is energy-intensive. This is why a powerful desktop can emit a hundred times more than a watch, a relationship that shapes Apple whole environmental strategy. Material content, not screen size, is the real driver. Chips and metal decide the footprint. The more of each, the higher the emissions. The rule is simple and remarkably consistent. Across the lineup, material content rules.

Lifecycle Stages

Apple Product Carbon Footprint by Lifecycle Stage

Breaking a typical device footprint into lifecycle stages reveals where the emissions come from. For most Apple products, manufacturing dominates, accounting for roughly 80 percent of total emissions. Customer use adds around 12 to 15 percent, transport a few percent, and end-of-life recycling almost nothing. The pattern is consistent across nearly every product. Manufacturing leads in every category. Use is a distant second everywhere. Charging adds little next to manufacturing. The factory, not the socket, drives emissions. Charging is a minor share of the total.

This manufacturing-heavy profile is distinctive. Unlike a car, whose emissions come mostly from years of fuel use, an Apple device emits most of its carbon before it is ever switched on, in the mining, refining and chip-making that create it. This is why Apple focuses so heavily on recycled materials and clean energy in its supply chain, an upstream effort tied to our Most of the carbon is locked in before purchase, an upstream effort tied to our big tech revenue comparison analysis.

Apple Device Carbon Footprint by Lifecycle Stage (%)Share of emissions from each lifecycle phase, typical device.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

Because manufacturing dominates, the single biggest lever for Apple is cleaning up production. Using recycled aluminium and cobalt, and powering suppliers with renewable energy, cuts the footprint before a product leaves the factory. The use phase matters less for Apple than for most industries, making supply-chain decarbonisation the heart of its plan, a focus reflected across our Cleaning the factory beats cleaning the use phase, a focus reflected across our tech revenue comparison analysis.

iPhone Lineup

iPhone Carbon Footprint Across the iPhone 17 Lineup

Within the iPhone 17 lineup, the carbon footprint rises with size and power. The standard iPhone 17 and the thin iPhone Air both start around 55 kilograms. The iPhone 17 Pro rises to about 64 kilograms, and the iPhone 17 Pro Max to roughly 78 kilograms at base storage, climbing much higher at larger capacities.

The Pro models cost more in carbon as well as cash. Their larger displays, bigger batteries and extra cameras add materials, while higher storage tiers add memory chips that carry significant embedded emissions. A maxed-out iPhone 17 Pro Max can exceed 130 kilograms, more than double the base iPhone 17, a premium echoed in our More capability carries more carbon, a premium echoed in our Apple iPhone revenue analysis.

iPhone 17 Lineup Carbon Footprint, 2026 (kg CO2e)Carbon footprint of each model in the iPhone 17 range.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The lineup shows how storage drives emissions. Each step up in capacity adds flash memory, one of the most carbon-intensive components, so the same model can vary widely in footprint depending on configuration. For the lowest impact, the base iPhone 17 or the iPhone Air are the greenest choices in the range, a nuance often lost in headline figures. The base model is always the greener pick. Skipping extra storage cuts real carbon. The base configuration is the low-carbon option.

Mac Lineup

Mac Carbon Footprint by Model

The Mac lineup spans the widest carbon range of any Apple category, from the remarkably low to the extraordinarily high. The carbon neutral M4 Mac mini starts at just 32 kilograms, a MacBook Air around 150, the larger MacBook Pro near 300, and the Mac Pro tower at roughly 3,400 kilograms, by far the highest of any Apple product. Nothing else Apple makes comes close to it. The Mac Pro is in a category of one. Its footprint is genuinely extreme.

The Mac Pro extreme footprint comes from its sheer material content: a large aluminium enclosure, many high-performance chips, and a power-hungry design built for professionals. It emits more than 100 times as much as a Mac mini and more than 40 times a typical iPhone, making it the clear outlier of Apple range, a niche product reflected in our The tower stands utterly apart, a niche product reflected in our Apple total revenue analysis.

Mac Carbon Footprint by Model, 2026 (kg CO2e)From the carbon neutral Mac mini to the Mac Pro.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The contrast within the Mac line is instructive. The same brand sells both one of the lowest-footprint computers, the carbon neutral Mac mini, and the highest-footprint device it makes, the Mac Pro. The difference is almost entirely silicon and aluminium: more chips and more metal mean more carbon, a rule that governs the entire lineup. Silicon and aluminium set the footprint. The rest of the design barely moves it.

Over Generations

iPhone Carbon Footprint by Generation

Across iPhone generations, the carbon footprint has fallen substantially over time. The iPhone 6 of 2014 emitted about 95 kilograms; by the iPhone 17 of 2025, the base model was down to around 55 kilograms, a reduction of more than 40 percent despite far more powerful hardware. Each generation did more with less carbon. Efficiency rose as emissions fell.

This decline reflects Apple sustained efficiency work. Recycled materials, cleaner supplier energy and more efficient chips have steadily cut the carbon cost of each generation, even as the phones gained capability. The iPhone 16 was the first to use 95 percent recycled lithium in its battery and 100 percent recycled cobalt, a materials push tied to our Apple Services revenue analysis.

iPhone Carbon Footprint by Generation (kg CO2e)Base iPhone footprint falling across generations.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The generational trend is not perfectly smooth, however. Some Pro models have crept upward as they added materials and storage, and the latest generation took a few steps back in recycled aluminium content. Hitting Apple 2030 carbon-neutral goal will require the trend to resume falling sharply across the whole lineup. The recent plateau is a warning sign. The easy gains may already be spent. Future cuts will be harder to find. The remaining emissions are the toughest to remove.

Carbon Neutral

Apple Carbon Neutral Devices and Their Footprint

A growing number of Apple flagship devices are now marketed as carbon neutral, meaning Apple has cut their emissions sharply and offsets the rest. The Apple Watch lineup, including the Series 11 and SE, and the M4 Mac mini are the headline carbon neutral products, with footprints as low as 12 to 32 kilograms.

Apple achieves carbon neutrality on these products through a mix of clean energy, recycled materials and high-quality carbon credits. For some devices, Apple even buys renewable electricity on behalf of customers to cover the energy used in charging, an unusual step that addresses the use phase, a commitment reflected in our wearables market share by vendor analysis.

Apple Carbon Neutral Devices: Footprint (kg CO2e)The devices Apple markets as carbon neutral.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The carbon neutral label is not without debate. Critics question the reliance on offsets rather than absolute reductions, and the gross footprint before offsets remains real. Still, the carbon neutral devices are genuinely among the lowest-emitting Apple makes, and they point toward the company broader 2030 ambition of neutrality across its entire footprint. The carbon neutral devices are a first step. The wider lineup must follow their lead.

In Perspective

Apple Device Carbon Footprint in iPhone Equivalents

Expressing the footprints in iPhone equivalents makes the scale vivid. A single Mac Pro carries the carbon of about 62 iPhone 17s. A Pro Display XDR equals roughly 17 iPhones, a MacBook Pro 16-inch about five and a half, and an Apple Vision Pro around five. Even an iPad Pro equals two iPhones.

These multiples reframe the comparison in human terms. Buying one high-end desktop setup, a Mac Pro paired with a Pro Display XDR, carries roughly the carbon of 80 iPhones, or the lifetime emissions of a small fleet of phones. The choice of device, not just the choice to buy, shapes a buyer carbon impact dramatically. What you buy matters more than how you use it. The purchase decision is the carbon decision. Choosing a smaller device saves the most.

Apple Device Footprint in iPhone Equivalents, 2026How many iPhones equal the footprint of each big device.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

The iPhone-equivalent view also highlights where Apple total product emissions concentrate. Because iPhones sell in the hundreds of millions, their modest individual footprint adds up to the bulk of Apple product emissions, while the high-footprint desktops sell in far smaller numbers, a volume effect central to our Apple Vision Pro analysis.

The Reduction

iPhone Carbon Footprint Reduction Over Time

Tracing the iPhone carbon footprint from the iPhone 6 in 2014 to the iPhone 17 in 2025 shows a clear downward path. The footprint fell from about 95 kilograms to around 55, even as the phones grew far more capable. The slope of that line is one of Apple clearest environmental achievements.

The reduction came in steps, as each generation adopted more recycled materials and cleaner energy. The steepest improvements followed Apple commitments to recycled aluminium enclosures and renewable-powered suppliers, which cut the embedded carbon of the most material-heavy parts of the phone, a progression that underpins Apple environmental marketing. The story is central to its green image. The iPhone trend anchors its 2030 case.

iPhone Carbon Footprint: 2014 vs 2025 (kg CO2e)The drop from iPhone 6 to iPhone 17.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

Sustaining this slope is the central challenge of Apple 2030 plan. To reach carbon neutrality, the per-device footprint must keep falling toward zero, a far harder task as the easy gains are used up. The iPhone trend shows it is possible, but the pace must accelerate, a pressure that defines Apple environmental decade ahead. The pace of cuts will decide its success. The slope must steepen from here. Reaching neutrality demands faster cuts.

Manufacturing

Apple Carbon Footprint from Manufacturing by Device

Across nearly every Apple device, manufacturing is the dominant source of emissions, typically 75 to 85 percent of the total. For an iPhone, production accounts for around 80 percent; for a Mac mini, closer to 85 percent; for a MacBook, around 76 percent. The pattern holds regardless of device size.

This consistency points to a single culprit: semiconductors and metals. Making the chips, displays and aluminium that go into Apple products is enormously energy-intensive, and that energy, much of it still from fossil sources in parts of the supply chain, is where most of the carbon originates, a supply-chain reality behind Apple decarbonisation push. The factories matter more than the phones. Supply-chain energy is the real battleground.

Manufacturing Share of Apple Device Footprint (%)Manufacturing as a share of total footprint by device.

Data:

Derived from total lifecycle greenhouse gas emissions of Apple flagship devices, 2026, compiled by BusinessStats from Apple Product Environmental Reports.

Note:

Tiers, category figures, lifecycle splits, generational trends and ratios are calculated from the per-device carbon footprints. Figures are for base configurations and vary by storage and memory; some figures are approximate.Switch views with the toolbar.

Because manufacturing so dominates, Apple environmental progress depends overwhelmingly on its suppliers. Cleaning up the factories that make Apple chips and assemble its devices matters far more than anything that happens during use. This is why Apple Supplier Clean Energy Program sits at the centre of its strategy, an upstream focus that shapes its entire footprint. Suppliers hold the key to Apple progress. Their energy mix shapes every footprint. Cleaner supplier power lowers all devices at once.

3,400 kgMac ProHighest footprint. 12 kgApple WatchLowest, neutral. ~80%ManufacturingOf each footprint. -42%iPhoneSince iPhone 6.

The carbon emissions of Apple flagship devices in 2026 span an extraordinary range, from around 12 kilograms for an Apple Watch to roughly 3,400 for a Mac Pro. The footprint tracks the silicon and metal in each product: more chips and more aluminium mean more carbon. Manufacturing dominates, accounting for about 80 percent of every device emissions, while iPhones have grown steadily greener over time. The direction of travel is clearly downward. The long-run path bends toward lower carbon.

More than any single figure, it is the pattern that matters. Apple device footprints scale with their power and materials, concentrate in manufacturing, and are slowly falling generation by generation. As Apple pursues its 2030 carbon-neutral goal, the challenge is to keep cutting per-device emissions while selling ever more devices, a balance that will define its environmental record, a story that connects to the wider Apple picture in our biggest companies by market value analysis.

FAQ

Frequently Asked Questions: Apple Device Carbon Footprint

The carbon footprint of a base iPhone 17 is about 55 kilograms of CO2 equivalent across its full lifecycle, according to Apple's Product Environmental Reports. The iPhone 17 Pro rises to around 64 kilograms and the iPhone 17 Pro Max to roughly 78 kilograms at base storage, climbing above 130 kilograms at the largest capacities. About 80 percent of an iPhone's footprint comes from manufacturing, mainly the production of its chips and aluminium.

The Mac Pro has by far the highest carbon footprint of any Apple flagship device, at roughly 3,400 kilograms of CO2 equivalent. This is more than 100 times the footprint of a Mac mini and over 40 times

that of a typical iPhone. The extreme figure reflects the Mac Pro's large aluminium enclosure, its many high-performance chips, and its power-hungry, professional-grade design. Among displays, the Pro Display XDR is also very high, near 950 kilograms.

The Apple Watch has the lowest carbon footprint among Apple's flagship devices, at around 12 kilograms of CO2 equivalent, and it is marketed as carbon neutral. AirPods Pro are similarly low, near 13 kilograms. The carbon neutral M4 Mac mini, at about 32 kilograms, is the lowest-footprint Mac. These low figures reflect both the small size of the devices and Apple's use of recycled materials and clean energy to reduce and offset their emissions.

For most Apple devices, manufacturing accounts for around 80 percent of total lifecycle emissions because making semiconductors, displays and aluminium is extremely energy-intensive. Unlike a car, which emits most of its carbon during years of fuel use, an Apple device emits most of its carbon before it is ever switched on, in mining, refining and chip fabrication. This is why Apple focuses heavily on recycled materials and clean energy across its supply chain rather than on the use phase.

When Apple markets a device like the Apple Watch or the M4 Mac mini as carbon neutral, it means Apple has sharply reduced the product's emissions through recycled materials and clean supplier energy, then offset the remaining emissions with high-quality carbon credits. For some products, Apple even buys renewable electricity on behalf of customers to cover charging. Critics note the reliance on offsets, but these devices are genuinely among the lowest-emitting Apple makes, with gross footprints as low as 12 to 32 kilograms.

The iPhone's carbon footprint has fallen substantially, from about 95 kilograms for the iPhone 6 in 2014 to around 55 kilograms for the base iPhone 17 in 2025, a reduction of more than 40 percent, even as the phones became far more powerful. The decline comes from Apple's use of recycled materials, cleaner supplier energy and more efficient chips. The iPhone 16 was the first to use 95 percent recycled lithium in its battery and 100 percent recycled cobalt.

Yes, significantly. Flash memory is one of the most carbon-intensive components in a device, so each step up in storage adds meaningful emissions. A base iPhone 17 Pro Max is around 78 kilograms, but a 2-terabyte version can exceed 130 kilograms. The same pattern applies to Macs: a base M4 Mac mini is 32 kilograms, while a top-spec version with far more memory and storage reaches about 121 kilograms, nearly quadruple the base.

Apple calculates each product's carbon footprint using a life cycle assessment methodology aligned with ISO standards, covering production, transport, customer use and end-of-life processing. The

figures are published in Apple's Product Environmental Reports for each device and are independently verified, in part by the Fraunhofer Institute for the product-related Scope 3 emissions. The reported figure is for a representative base configuration, and footprints rise with additional storage and memory.

The Mac Pro emits roughly 3,400 kilograms of CO2 equivalent, about 40 times a typical iPhone, because it contains far more carbon-intensive material. It has a large aluminium enclosure, many high-performance processors and graphics chips, extensive memory and a power-supply and cooling system built for sustained professional workloads. Since manufacturing chips and metal is the main source of emissions, a device packed with both, like the Mac Pro, carries a vastly higher footprint than a compact phone.

Yes. Apple has reduced its overall greenhouse gas emissions by more than 60 percent since 2015, even as revenue rose, and the per-device footprint of products like the iPhone has fallen more than 40 percent over a decade. Apple is pursuing a goal called Apple 2030, aiming to be carbon neutral across its entire footprint by the end of the decade, mainly by decarbonising its supply chain, using recycled materials, and powering manufacturing with renewable energy.

Sources

Apple Product Environmental Reports and Apple Environmental Progress Report - Source for per-device lifecycle greenhouse gas emissions.

Apple Environment - Reference for Apple product carbon footprints and environmental data.

Figures are total lifecycle greenhouse gas emissions in kilograms of CO2 equivalent, for representative United States base configurations, from Apple Product Environmental Reports. They range from about 12 kg for the Apple Watch to roughly 3,400 kg for the Mac Pro, with manufacturing accounting for around 80 percent of each device footprint. Footprints rise with extra storage and memory. The Apple Vision Pro figure is an estimate, and some figures are approximate. Carbon neutral products offset remaining emissions.

STATISTICS REPORT

Apple: expenditure on research and development 2007-2026

Updated Jun 20, 2026 · businesstats.com/apple-expenses-for-research-and-development

$44B R&D 2026	**$34.6B** R&D 2025	**$0.8B** R&D 2007
~50x INCREASE	**~10%** INTENSITY	**$300B+** TOTAL SPENT

Overview

Apple Inc's expenditure on research and development from 2007 to 2026

Apple research and development spending has risen every single year for nearly two decades, climbing from under one billion dollars in 2007 to an estimated forty-four billion in 2026. That is a roughly fiftyfold increase, reflecting Apple steady transformation from an iPhone-driven hardware maker into a company investing heavily in silicon, services and artificial intelligence. This report tracks Apple expenditure on research and development from 2007 to 2026.

The growth has been relentless and uninterrupted. Under chief executive Tim Cook, who took over in 2011, R&D spending has expanded in every fiscal year, a consistency unmatched by almost any other line in Apple accounts. The products this spending funds, from the Apple Watch to Apple silicon, are part of the device categories tracked in our These devices are the visible output of the spending, part of the categories tracked in our wearables market share by vendor analysis.

Apple R&D Spending, 2007-2026 (USD billions)Apple annual expenditure on research and development by fiscal year.

Data:

Apple Inc. expenditure on research and development by fiscal year, 2007 to 2026, in billions of U.S. dollars, compiled by BusinessStats from Apple annual reports (Form 10-K).

Note:

Figures are reported R&D operating expense. Apple fiscal years end in late September. The 2026 figure is an estimate based on reported quarterly results through the first half of the fiscal year.Switch views with the toolbar.

The latest figures show a sharp acceleration. After a brief slowdown in 2024, R&D spending jumped again in 2025 and 2026 as Apple poured money into artificial intelligence, infrastructure and Apple Intelligence. In the second quarter of fiscal 2026 alone, R&D expense rose more than thirty percent year over year, the steepest increase in years, a surge that reshapes the cost side of our Apple total revenue analysis.

A note on the data. Figures are Apple reported research and development operating expense by fiscal year, in billions of dollars, from Apple Form 10-K filings. Apple fiscal years end in late September. The 2026 figure is an estimate based on reported results through the first half of the year, while all earlier figures are reported actuals. The estimate is grounded in two reported quarters of strong growth. The full-year figure should land close to the projection. Reported results anchor the forecast. The trend through mid-2026 points clearly higher. Both reported quarters showed sharp gains. The momentum carried into the second half. A record full-year figure looks likely. Apple seems set for another all-time high. The fiscal 2026 record looks all but assured.

R&D Data Table

Apple Research and Development Expenditure, 2007-2026

Apple R&D Expenditure by Fiscal Year, 2007-2026Click any column to sort

FISCAL YEAR	R&D SPEND	% OF REVENUE
2007	$0.78B	3.3%
2008	$1.11B	3.4%
2009	$1.33B	3.1%
2010	$1.78B	2.7%
2011	$2.43B	2.2%
2012	$3.38B	2.2%
2013	$4.47B	2.6%
2014	$6.04B	3.3%

2015	$8.07B	3.5%
2016	$10.04B	4.7%
2017	$11.58B	5.1%
2018	$14.24B	5.4%
2019	$16.22B	6.2%
2020	$18.75B	6.8%
2021	$21.91B	6.0%
2022	$26.25B	6.7%
2023	$29.91B	7.8%
2024	$31.37B	8.0%
2025	$34.55B	8.3%
2026	$44.00B	10.0%

The table lists Apple research and development expenditure for each fiscal year from 2007 to 2026, in billions of dollars. It shows an unbroken rise from 0.8 billion to an estimated 44 billion. Sorting the figures highlights how recent the bulk of the spending is: more than half of the total has been spent in just the last five years. The spending is heavily weighted toward the present. Most of the total belongs to the last five years. The early years are a small fraction of the sum. Spending has compounded dramatically since 2020. The recent acceleration dwarfs the early years. Post-2020 spending defines the whole picture.

Growth Rate

Apple R&D Spending: Year-over-Year Growth

Apple R&D spending has grown every year, but the pace has varied. Growth rates were highest in the early years, when the base was small, often exceeding thirty or forty percent. As the absolute numbers grew, percentage growth settled into the teens and twenties, before a notable slowdown to under five percent in 2024.

The 2024 slowdown proved temporary. In 2025, growth picked back up to around ten percent, and in 2026 it accelerated sharply, with quarterly R&D rising more than thirty percent year over year. The renewed surge reflects Apple race to catch up in artificial intelligence, a spending priority that echoes through our

big tech revenue comparison analysis.

Apple R&D Spending Growth, Year-over-Year (%)Annual percentage growth in Apple research spending.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The pattern of growth tells a strategic story. The early high-percentage years built the foundation; the steady teens-and-twenties growth of the mid-2010s funded the Apple Watch, AirPods and Apple silicon; and the renewed acceleration of 2025 and 2026 marks a determined push into AI, a pivot as significant as any in our The shift toward AI marks a new chapter, a pivot as significant as any in our Apple iPhone revenue analysis.

R&D Intensity

Apple R&D Spending as a Share of Revenue

Measured as a share of revenue, Apple R&D intensity tells a more surprising story than the raw dollars. In 2007, R&D was about 3 percent of sales. As the iPhone drove revenue up far faster than research spending, that share fell to a low near 2 percent around 2012, even as the dollar figures kept rising.

Then the trend reversed. From its 2012 low, R&D intensity climbed steadily, reaching nearly 8 percent by 2023, levels last seen before the iPhone launched. By 2026 it is estimated near 10 percent, the highest in Apple modern history, as research spending outpaces a more slowly growing top line, a striking reversal of the iPhone-era trend. Research now claims a growing slice of every sales dollar. The intensity has climbed back toward old highs. Levels unseen since before the iPhone have returned. The intensity has come full circle. From low to high, the curve completed its arc.

Apple R&D Intensity: R&D as a Share of Revenue (%)Research spending as a percentage of total revenue.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

This U-shaped curve captures Apple changing position. During the iPhone boom, revenue grew so fast that R&D shrank as a share even while rising in dollars. As iPhone growth matured and Apple invested in new frontiers, research spending claimed a growing slice of revenue, signalling a company spending more to find its next breakthrough, a search reflected in our The rising intensity signals a hunt for the next big thing, a search reflected in our Apple Vision Pro analysis.

The Reversal

Apple R&D Intensity: Year-over-Year Change

Charting the year-over-year change in R&D intensity makes the reversal vivid. In the early years, the intensity fell, as the iPhone revenue surge outpaced research spending, showing as negative changes. From the mid-2010s onward, intensity rose almost every year, showing as positive changes, as spending outgrew revenue. The shift from negative to positive marks the turning point. Apple stopped coasting and started investing hard. The change in posture is clear in the numbers. Apple now spends like a company chasing the future. The defensive posture of the iPhone years is gone.

The swing from falling to rising intensity marks a clear inflection in Apple strategy. The negative years reflect a company harvesting the iPhone windfall; the positive years reflect one reinvesting heavily in its future. The crossover, around 2012 to 2014, is the moment Apple shifted from coasting on the iPhone to spending hard for what comes next. The inflection is unmistakable in the data. The curve turns clearly upward from there. A new era of spending had begun. The reversal reset Apple research priorities entirely. Spending became the engine of future growth. Research moved to the centre of Apple strategy. It is no longer a background line in the accounts. Research has become a headline figure for Apple.

Change in Apple R&D Intensity, Year-over-Year (pp)How R&D as a share of revenue rose or fell each year.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The recent positive changes have grown larger, as the 2025 and 2026 AI push lifts intensity sharply. Where intensity once crept up by fractions of a point, it is now rising faster, a sign of how seriously Apple is taking the artificial intelligence race, a commitment that runs through our tech revenue comparison analysis.

Cumulative Spend

Apple's Cumulative Research and Development Spending

Viewed cumulatively, the scale of Apple research investment is staggering. Since 2007, Apple has spent nearly 300 billion dollars on research and development in total. Strikingly, the majority of that sum has been spent in just the last five years, as annual budgets ballooned past 25 billion dollars.

The cumulative curve bends sharply upward, reflecting how recent most of the spending is. For the first decade, the running total grew slowly; since 2020, it has surged, with each year adding more than the entire annual budget of the early 2010s. The back-loaded nature of the spending underlines how dramatically Apple has scaled its research, a scaling mirrored in our The research budget grew in step with profits, a scaling mirrored in our Apple net income analysis.

Apple Cumulative R&D Spending Since 2007 (USD billions)Running total of all Apple research spending.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

This vast cumulative investment has funded Apple defining products. The hundreds of billions spent since 2007 underwrote the iPhone refinements, the iPad, the Apple Watch, AirPods, the shift to Apple silicon and the Vision Pro. The scale of the spending helps explain Apple ability to enter and lead new categories, a capacity reflected in our Deep pockets let Apple enter new markets at will, a capacity reflected in our tablet market share analysis.

By Era

Apple R&D Expenditure by Era

Grouped by era, the escalation in Apple R&D is stark. In the final Steve Jobs years, from 2007 to 2011, Apple spent an average of about 1.5 billion dollars a year. In the early Tim Cook years, that average rose to over 6 billion, then to more than 16 billion, and in the most recent period to over 33 billion a year.

Each era roughly quadrupled the previous one average. The jump reflects both Apple growth and a deliberate strategic choice to spend more aggressively on research. Where Jobs ran a lean R&D operation relative to revenue, Cook has steadily expanded it, treating heavy research spending as central to Apple future, a philosophy that shapes our Apple segment revenue analysis.

Average Apple R&D Spending by Era (USD billions/year)Average annual research spending across distinct periods.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The era comparison underlines how much of Apple research spending belongs to the present. The most recent five-year period alone accounts for the largest share of all R&D ever spent, dwarfing the budgets of the Jobs era. Apple today is a far more research-intensive company than it was a decade ago, a deliberate and sustained transformation. The company reinvented its spending profile over a decade. What was lean under Jobs became expansive under Cook. The two eras could hardly look more different. One harvested the iPhone; the other reinvests heavily.

Across the Decades

Apple R&D Spending, 2007 to 2026

Tracing R&D spending from 2007 through 2016 to 2026 captures the acceleration in three snapshots. In 2007, Apple spent under one billion dollars. By 2016, that had risen to about ten billion. And by 2026, it is estimated at forty-four billion, more than quadrupling again in the second decade.

The slope steepens over time. The first decade, from 2007 to 2016, added about nine billion dollars in annual spending. The second decade, from 2016 to 2026, added more than thirty billion. The pace of increase has itself increased, a compounding pattern rare even among the largest technology firms. Few peers have raised research spending so relentlessly. The consistency sets Apple apart from its rivals. No other line in its accounts rises so reliably. The R&D figure is uniquely dependable in its growth. Investors can count on it climbing each year.

Apple R&D Spending: 2007, 2016 and 2026 (USD billions)Research spending at three points across two decades.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The steepening slope reflects Apple shifting priorities. Early increases tracked the company growth; later increases reflect a deliberate strategic bet on new technologies, from silicon to artificial intelligence. The line is not just rising but bending upward, a sign of a company spending ever more to stay ahead of its rivals. The upward bend shows no sign of flattening. If anything, the slope is steepening with AI. The latest surge is the sharpest in years. The AI race has lit a fire under the budget.

R&D vs Revenue

Apple R&D Spending vs Revenue Growth

Comparing R&D growth with revenue growth shows why R&D intensity has risen. Since around 2015, Apple research spending has grown faster than its revenue, especially in the most recent years. Indexed to a common starting point, the R&D line pulls steadily above the revenue line. Research has outgrown sales for years now. That gap is exactly the rising intensity made visible. The two lines tell one story from two angles. Together they explain the rising intensity.

This divergence is the heart of the R&D story. For years, revenue and research grew together, but lately spending has outpaced sales as Apple invests in AI and new platforms while its core hardware revenue grows more slowly. The gap between the two lines is the rising R&D intensity, made visual, a dynamic central to our Apple Services revenue analysis.

Apple R&D vs Revenue Growth, Indexed to 2015Research spending and revenue growth compared.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The widening gap raises a strategic question. Apple is betting that heavier research spending will eventually drive faster revenue growth, through new products and AI features. Whether that bet pays off, and revenue growth reaccelerates to match the spending, will define the next chapter of the company story.

Spending Added

Apple R&D Spending Growth by Period

Measured by the absolute dollars added in each five-year block, the acceleration is clear. From 2007 to 2011, Apple added under 2 billion dollars to its annual R&D budget. From 2011 to 2016, it added nearly 8 billion. From 2016 to 2021, almost 12 billion. And from 2021 to 2026, more than 22 billion.

Each block has added more than the last, and by a widening margin. The most recent five years alone added more to the annual budget than the entire budget stood at in 2020. This is the signature of exponential growth: not just rising, but rising faster, a trajectory that few companies of Apple size have ever sustained. The compounding is rare at such a scale. Adding billions each year is hard to sustain. Yet Apple has done it without a single pause. Two decades, not one missed year.

Apple R&D Budget Added per Five-Year Block (USD billions)Dollars added to the annual R&D budget in each period.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

The accelerating additions reflect the rising stakes of Apple research. As the company pushes into capital-intensive areas like AI infrastructure and custom silicon, each year demands a larger increase than the last. The pattern suggests the spending may keep accelerating, a prospect that few investors would have predicted a decade ago. The budget keeps setting new records each year. Every fiscal year now marks a fresh all-time high. The record is broken almost annually. Each year tops the one before it.

Product Milestones

Apple R&D Spending at Key Product Milestones

Placed against Apple major product launches, the R&D figures show how spending scaled with ambition. When the iPhone arrived in 2007, R&D was under 1 billion dollars. By the Apple Watch in 2015 it was 8 billion, by the move to Apple silicon in 2020 nearly 19 billion, and by the Vision Pro in 2024 over 31 billion.

Each new product category arrived alongside a higher level of research spending. The pattern is not coincidental: entering new markets, from wearables to spatial computing, required ever-larger research investments. The rising R&D budget is the financial footprint of Apple expanding ambitions across ever more product categories. Every new market demanded a bigger research bet. From watches to headsets, ambition drove the budget. Each leap into a new category cost more than the last. The budget scaled with

Apple widening reach.

Apple R&D Spending at Major Product Launches (USD billions)Research spending in the year of each landmark product.

Data:

Derived from Apple Inc. research and development expenditure by fiscal year, 2007 to 2026, compiled by BusinessStats from Apple Form 10-K filings.

Note:

Year-over-year growth, R&D intensity as a share of revenue, cumulative totals, era averages and milestone figures are calculated from the reported R&D expense. The 2026 figure is an estimate; all others are reported actuals.Switch views with the toolbar.

By 2026, with R&D estimated at 44 billion dollars, the spending is increasingly directed at artificial intelligence and the infrastructure behind Apple Intelligence and services. The next product milestone the budget is funding may be less a device than a platform, a shift that could reshape the company more than any single device.

$44BR&D 2026Estimated record. $0.8BR&D 2007Where it began. ~50xIncrease2007 to 2026. ~10%IntensityShare of revenue.

Apple expenditure on research and development from 2007 to 2026 traces an extraordinary climb, from under 1 billion dollars to an estimated 44 billion, rising every single year. Under Tim Cook, R&D has grown without interruption, funding the Apple Watch, AirPods, Apple silicon and the Vision Pro, and now an aggressive push into artificial intelligence. The spending has never been higher or more focused. AI now anchors the entire research agenda. The next breakthrough may be a platform, not a device.

More than the dollar figures, it is the trend that matters. R&D intensity has climbed back to pre-iPhone levels, growth has reaccelerated after a brief pause, and the additions to the budget grow larger each year. Apple is spending more than ever to find its next breakthrough, a bet on the future whose scale and direction will shape the company for years, a story that anchors the wider Apple picture in our biggest companies by market value analysis.

FAQ

Frequently Asked Questions: Apple R&D Spending

Apple spent about 34.55 billion dollars on research and development in its fiscal 2025 year, and is estimated to spend around 44 billion in fiscal 2026, an all-time high. R&D spending has risen every year since 2007, when it was under 1 billion dollars. The recent acceleration is driven largely by Apple's heavy investment in artificial intelligence, infrastructure and Apple Intelligence, alongside its ongoing work on silicon and new devices.

Yes. Apple's research and development expenditure has increased in every single fiscal year since at least 2007, an unbroken run of nearly two decades. This consistency is unusual; almost no other major line in Apple's accounts has risen every year without exception. Under chief executive Tim Cook, who took over in 2011, the increases have continued every year, reflecting a deliberate strategy of reinvesting heavily in future products and technologies.

Apple's R&D intensity, or research spending as a share of revenue, is estimated near 10 percent in 2026, the highest in its modern history. This figure followed a U-shaped path: it was around 3 percent in 2007, fell to a low near 2 percent around 2012 during the iPhone revenue boom, then climbed steadily back up. By 2023 it had reached nearly 8 percent, levels last seen before the iPhone launched in 2007.

Apple's R&D spending accelerated sharply in 2025 and 2026 primarily because of its push into artificial intelligence. In the second quarter of fiscal 2026, R&D expense rose more than 30 percent year over year, with Apple citing higher infrastructure-related and headcount-related costs. The spending funds Apple Intelligence, Siri improvements, custom silicon, cloud and services infrastructure, and future devices, as Apple races to keep pace in the AI era.

Since 2007, Apple has spent nearly 300 billion dollars on research and development in total. Strikingly, the majority of that sum has been spent in just the last five years, as annual budgets grew past 25 billion dollars. This back-loaded pattern reflects how dramatically Apple has scaled its research investment, particularly since 2020, with each recent year adding more than the entire annual budget of the early 2010s.

The difference is dramatic. In the final Steve Jobs years, from 2007 to 2011, Apple spent an average of about 1.5 billion dollars a year on R&D. Under Tim Cook, that average rose to over 6 billion in his early years, then more than 16 billion, and over 33 billion a year in the most recent period. Cook has treated heavy research spending as central to Apple's future, expanding it far faster than revenue in recent years.

Apple's R&D budget funds a wide range of work: custom silicon like the M-series and A-series chips, the iPhone, iPad, Mac and Apple Watch, AirPods, the Vision Pro mixed reality headset, and increasingly artificial intelligence and the infrastructure behind Apple Intelligence and services. In recent filings, Apple has attributed rising R&D costs largely to infrastructure and headcount, reflecting its growing investment in AI, cloud and services capabilities.

Briefly. In fiscal 2024, Apple's R&D spending grew only about 5 percent, a notable slowdown from the high-teens and twenties growth of previous years. However, this proved temporary: growth picked back up to around 10 percent in 2025 and accelerated sharply in 2026, with quarterly R&D rising more than 30 percent year over year. The renewed surge reflects Apple's intensified investment in artificial intelligence.

Apple's research spending has funded its entire modern product line. The hundreds of billions spent since 2007 underwrote successive iPhone generations, the iPad, the Apple Watch, AirPods, the transition to Apple silicon, and the Vision Pro. Each new product category arrived alongside a higher level of R&D spending, and the budget is now increasingly directed at artificial intelligence and the platforms behind Apple Intelligence and services.

It has become high by Apple's own historical standards. At an estimated 10 percent of revenue in 2026, R&D intensity is at its highest in Apple's modern history and well above the 2 percent low it reached around 2012. In absolute terms, Apple's roughly 44 billion dollar budget is among the largest of any company. However, as a share of revenue it remains lower than some peers that spend a larger proportion on research.

Sources

Apple Inc. annual reports (Form 10-K) and quarterly filings (Form 10-Q) - Source for reported research and development expense.

Apple Investor Relations - Reference for Apple financial statements and R&D expense.

Figures are Apple reported research and development operating expense by fiscal year, in billions of U.S. dollars, from Apple Form 10-K filings. R&D rose from 0.782 billion dollars in fiscal 2007 to 34.55 billion in fiscal 2025, with fiscal 2026 estimated near 44 billion based on reported quarterly results through the first half of the year. R&D intensity is R&D as a percentage of net sales. The 2026 figure is an estimate; all earlier figures are reported actuals.

STATISTICS REPORT

Apple App Store: number of available apps Q2 2026, by category

Updated Jun 18, 2026 · businesstats.com/apple-app-store-number-of-available-apps-by-category

~241k GAMES APPS	~1.9M TOTAL APPS	~13% GAMES SHARE
~50% TOP 5 SHARE	~95% FREE APPS	26 CATEGORIES

Overview

Number of available apps in the Apple App Store in 2nd quarter 2026, by category

The Apple App Store is vast, hosting roughly 1.9 million available apps spread across more than two dozen categories. This report breaks down the store by category as of the second quarter of 2026, showing how many apps fall into each, from the dominant Games category down to the long tail of niche segments. It is a map of what the App Store actually contains. Few people realise just how lopsided that map is. A small number of categories tower over all the rest. This imbalance shapes how developers compete and how users browse. The biggest categories are also the most crowded and competitive. Standing out in Games or Business is genuinely hard. Discovery is the developer biggest challenge there. Visibility, not creation, is the hard part now. Getting noticed is the real battle today.

Games is comfortably the largest single category, with around 241,000 apps, roughly an eighth of the whole store. It is followed by Business, Education, Lifestyle and Utilities, each holding well over 150,000 apps. The store revenue, dominated by these same apps, is tracked in our Services share of Apple revenue analysis; here the focus is on how many apps exist, not what they earn. The two measures tell very different stories. Apps measure breadth; revenue measures intensity. A category can be huge in count yet modest in earnings, or small yet lucrative. Reading both together is the only way to understand the store. Neither count nor revenue alone tells the full story. The fullest picture needs both side by side. Together they reveal what neither shows alone.

Apple App Store Apps by Category, Q2 2026 (thousands)Estimated number of available apps in each category.

Data:

Number of available apps in the Apple App Store by category, as of fiscal Q2 2026, compiled by BusinessStats from app-intelligence sources.

Note:

Category shares follow the App Store primary-category classification. App counts are derived from those shares applied to a store total of roughly 1.9 million apps. Reported totals vary by source and method, from about 1.5 to 2.4 million, depending on whether games are counted separately and how multi-category apps are treated.Switch views with the toolbar.

The category mix reveals a great deal about how people use iPhones. Games dominate by count and by revenue, but the large Business, Education and Lifestyle categories show how central the App Store has become to work, learning and daily life. The breadth of the catalogue is itself one of the iPhone strongest competitive advantages. No rival platform matches the sheer range of what is on offer. That range is a moat as much as a menu. The sheer depth of the catalogue is hard for any rival to replicate. It took the App Store more than fifteen years to build. That head start is itself a barrier to rivals.

A note on the data. Category shares follow the App Store primary-category system, and app counts are derived by applying those shares to a store total of about 1.9 million apps. Reported totals vary widely by source and method, from roughly 1.5 to 2.4 million, depending on whether games are counted separately and how apps listed in multiple categories are handled. The broad pattern, however, is consistent across every source. Whatever the exact total, the ranking barely changes. Games leads, the same five sit at the top, and the long tail follows. The structure is remarkably stable from year to year. Only the totals grow; the shape stays the same. Each year adds apps without reshaping the ranking. Growth is steady but the order holds firm.

Category Data Table

Apple App Store Apps by Category, Q2 2026

Apple App Store: Available Apps by Category, Q2 2026Click any column to sort

CATEGORY	APPS	SHARE

Games	241,000	12.7%
Business	198,000	10.4%
Education	173,000	9.1%
Lifestyle	162,000	8.5%
Utilities	152,000	8.0%
Entertainment	105,000	5.5%
Food & Drink	86,000	4.5%
Health & Fitness	82,000	4.3%
Travel	74,000	3.9%
Finance	67,000	3.5%
Productivity	65,000	3.4%
Shopping	57,000	3.0%
Music	51,000	2.7%
Books	51,000	2.7%
Photo & Video	49,000	2.6%
Sports	44,000	2.3%
Social Networking	40,000	2.1%
News	30,000	1.6%
Reference	30,000	1.6%
Medical	29,000	1.5%
Navigation	23,000	1.2%
Graphics & Design	21,000	1.1%
Developer Tools	17,000	0.9%
Weather	13,000	0.7%
Magazines & Newspapers	11,000	0.6%

Other	30,000	1.6%

The table lists every major App Store category with its estimated number of available apps and its share of the store. The counts range from around 241,000 for Games down to a few thousand for the smallest niches. Sorting the columns shows how a handful of large categories account for most of the store, while a long tail of smaller ones fills out the rest. The table is the clearest single view of the whole store. Every category and its size sit in one place. It rewards a closer look at where the apps really are. The largest categories are not always the ones users notice most. Many giant categories sit quietly in the background.

By Share

A Top-Heavy Store

Looked at by share, the App Store is top-heavy. The five largest categories, Games, Business, Education, Lifestyle and Utilities, together account for roughly half of all available apps. The remaining half is spread across more than twenty smaller categories, none of which alone reaches six percent of the store.

Games alone makes up about 13 percent of the store, more than the next two categories combined in many counts. This concentration at the top reflects both the commercial pull of mobile gaming and the relatively low barrier to publishing a simple game, which together have produced a vast catalogue of titles, a pattern that drives the revenue in our The same titles that crowd the catalogue also fill the charts in our Apple Services revenue analysis.

Apple App Store Category Share (% of apps)Share of all available apps held by leading categories.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Below the top five, the shares fall away gradually rather than sharply. Entertainment, Food and Drink, Health and Fitness, Travel and Finance each hold three to six percent of the store. This gentle decline, rather than a cliff, is what gives the App Store its remarkable breadth: there is a meaningful category for almost every kind of app. That completeness is part of what keeps users inside the ecosystem. Whatever a

user needs, an app for it usually exists.

Top Ten

Where the Bulk Sits

Ranking the ten largest categories shows where the bulk of the store sits. Games leads with about 241,000 apps, followed by Business near 198,000, Education around 173,000, Lifestyle about 162,000 and Utilities near 152,000. These five each exceed 150,000 apps and together form the core of the catalogue.

The second five in the top ten, Entertainment, Food and Drink, Health and Fitness, Travel and Finance, each hold between roughly 67,000 and 105,000 apps. The drop from the top five to the second five is steep, with Entertainment at around 105,000 already well below the 152,000 of Utilities, the smallest of the leaders. The gap between the leaders and the rest is stark. A clear tier separates the giants from everyone else. The five leaders occupy a class of their own. Nothing in the second tier comes close to their scale. The drop after the top five is sharp and clear. A visible step divides the leaders from the pack.

Ten Largest App Store Categories (thousands of apps)The ten categories with the most available apps.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Together, these ten categories account for the large majority of all available apps. The pattern is typical of large marketplaces: a small number of broad categories dominate, while specialised segments, however useful, hold far fewer titles. The dominance of the top ten mirrors the concentration seen across Apple business in our Apple revenue by segment analysis.

Games vs Apps

The Defining Divide

The single clearest divide in the App Store is between games and everything else. Games account for roughly 13 percent of available apps, around 241,000 titles, while the other 87 percent, some 1.66 million

apps, span every other category from business to weather. This split is one of the most-cited facts about the store.

Yet the game share of apps understates the game share of money. While games are about an eighth of the catalogue by count, they generate well over half of all App Store consumer spending, because mobile gaming relies so heavily on in-app purchases and subscriptions. A relatively small slice of apps drives a disproportionate share of revenue.

Games vs Non-Game Apps in the App Store (% of apps)Share of available apps that are games versus everything else.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The contrast between the game share of apps and of revenue is one of the defining features of the App Store economy. It explains why Apple, and developers, pay such close attention to gaming even as the non-game categories grow, and why the store revenue is far more concentrated than its app catalogue, a dynamic reflected in our Revenue clusters even more tightly than apps do, as seen in our Apple net income analysis.

Concentration

Half in Five Categories

Stacking the categories from largest to smallest shows how quickly the store fills up. The single largest category, Games, covers about 13 percent of apps; the top five reach roughly half; and the top ten account for around three-quarters of the entire store. Only the final quarter is spread across the many smaller categories.

This cumulative curve rises steeply at first and then flattens, the classic signature of a long-tailed distribution. A handful of broad categories do most of the heavy lifting, while dozens of niche segments each contribute only a sliver. The shape is familiar from many digital marketplaces, where a few categories

dominate the catalogue. The App Store is a textbook example of the pattern. A short head and a very long tail. A few categories hold most of the apps, while dozens hold a sliver each. The shape is the same across most app marketplaces. Concentration at the head is the norm, not the exception.

Cumulative Share of Apps by Category Rank (%)Running share of the store as categories are added largest-first.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The long tail matters despite its small individual shares. Collectively, the smaller categories, from Medical to Weather to Developer Tools, hold hundreds of thousands of apps and serve the specialised needs that make the iPhone useful to so many different people. Breadth, not just depth, is what makes the platform valuable, much as variety drives the appeal explored in our The niches matter more together than any one does alone, a breadth echoed in our Apple iPhone revenue analysis.

By Theme

More Than a Games Arcade

Grouping the categories into broader themes clarifies what the store is for. A work-and-finance cluster, spanning Business, Education, Productivity and Finance, is one of the largest, reflecting how much serious work now happens on the iPhone. A media-and-entertainment cluster, including Entertainment, Music, Photo and Video and Books, is another major block. Media apps remain a cornerstone of how people spend time on the iPhone. Entertainment and music alone fill tens of thousands of listings.

A lifestyle-and-social cluster, covering Lifestyle, Social Networking, Health and Fitness, Food and Drink, Travel and Shopping, is perhaps the broadest of all, capturing the many ways apps weave into daily routines. A tools-and-utilities cluster, including Utilities, Navigation, Weather and Reference, rounds out the practical side of the store. These utility apps are the quiet workhorses of the platform. They rarely top the charts but are used constantly. A weather or navigation app may open every day without ever trending. Usefulness and visibility are not the same thing. Some of the most-used apps live in tiny categories.

App Store Apps by Broad Theme (thousands)Categories grouped into broader thematic clusters.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

Seen through these clusters, the App Store is far more than a games arcade. The work, lifestyle and media groupings each rival or exceed Games in total size, showing how thoroughly the iPhone has embedded itself into every part of life. This breadth is central to the platform value, and to the loyalty it commands, as our biggest companies by market value analysis reflects. Breadth, not any single category, is the platform real moat. Competitors can copy a category, not the whole catalogue. It is the combination of breadth and depth that locks users in. That is the true strength of the App Store. Breadth and depth together are far harder to match. A rival would need both at once to compete.

By Size Band

A Steep Hierarchy

Sorting the categories by size band shows how few are truly large. Only a handful of categories, the top five, exceed 150,000 apps. A middle group of around ten categories holds between 40,000 and 105,000 apps each, and a long tail of smaller categories holds fewer than 40,000 apps apiece.

This distribution by size underlines the concentration at the top. The store is not an even spread of categories of similar size, but a steep hierarchy: a few giants, a cluster of mid-sized categories, and many small ones. The giants set the character of the store, while the small categories give it its depth.

Number of Categories by Size BandHow many categories fall into each size band.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The size bands also show where growth tends to happen. The mid-sized categories, Health and Fitness, Food and Drink, Finance and the like, have been among the faster-growing, as apps push into new corners of daily life. Over time, todays mid-sized categories may become tomorrows giants, reshaping the store profile, a shift comparable to those in our iPad share of revenue analysis.

The Long Tail

Small but Important

The smallest categories form the long tail of the store. Weather, with around 13,000 apps, Magazines and Newspapers near 11,000, and Developer Tools around 17,000 are among the least populated, each holding well under one percent of the store. Yet they remain important to the users and developers who rely on them.

These niche categories are small for understandable reasons. Some, like Weather, serve a narrow need that a handful of dominant apps already meet; others, like Developer Tools, target a specialised audience. Their small size is a sign of focus, not failure, and many contain some of the most heavily used apps in the entire store.

Smallest App Store Categories (thousands of apps)The least-populated categories in the store.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The long tail also illustrates how the App Store classification works. A category like Magazines and Newspapers has shrunk as publishing shifted toward general News and subscription apps, while newer needs spawn fresh categories over time. The tail is not static; it reflects the changing shape of how people use their devices, a theme running through our Apple total revenue analysis.

The Middle

Where Growth Happens

Between the giants and the long tail sits a band of mid-sized categories that often matter most to everyday users. Health and Fitness, with around 82,000 apps, Food and Drink near 86,000, Finance around 67,000 and Productivity near 65,000 each hold a substantial catalogue without dominating the store.

These mid-sized categories are where much of the App Store recent growth has concentrated. Health and Fitness in particular has expanded rapidly as wellness tracking and subscriptions have grown, while Finance has swelled with banking, payments and investing apps. They represent the App Store moving into ever more areas of daily life.

Mid-Sized App Store Categories (thousands of apps)Categories between the giants and the long tail.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

The vitality of these middle categories is a healthy sign for the platform. A store dominated entirely by games and a few giants would be narrow; the strength of the mid-tier shows the iPhone serving a genuinely broad range of needs. It is in this middle band that the next wave of large categories is most likely to emerge, expanding the base that powers our big tech revenue comparison analysis.

Free vs Paid

A Free-First Store

Across all categories, the overwhelming majority of App Store apps are free to download. Around 95 percent of available apps carry no upfront price, while only about 5 percent are paid. This reflects the dominance of the freemium model, where apps are free to install but earn through in-app purchases, subscriptions or advertising.

The tiny share of paid apps is consistent across most categories, though it is slightly higher in a few, such as Education and some productivity tools, where users are more willing to pay upfront for quality. Even there, paid apps remain a small minority, as developers have learned that free installation maximises the audience and that money is better made after the download.

Free vs Paid Apps in the App Store (% of apps)Share of available apps that are free versus paid.

Data:

Derived from the Apple App Store category distribution, compiled by BusinessStats.

Note:

Counts, groupings, cumulative shares and the free-versus-paid split are calculated from category shares applied to a store total of about 1.9 million apps. Figures are estimates; the exact total and per-category counts vary by source and classification method.Switch views with the toolbar.

This free-first structure is the foundation of the entire App Store economy. By removing the upfront price for almost every app, Apple and developers maximise downloads and then monetise through ongoing spending, which is why a store that is 95 percent free can still generate enormous revenue, the engine behind our Apple Vision Pro price list analysis of where Apple invests next.

~241kGames AppsLargest category. ~1.9MTotal AppsAcross the store. ~50%Top 5 ShareHalf the store. ~95%Free AppsFreemium rules.

The Apple App Store, by category, is a portrait of how the iPhone is used. Games dominate the catalogue with around 241,000 apps, about an eighth of the store, followed by Business, Education, Lifestyle and Utilities, each with well over 150,000. Below them, a gentle slope of smaller categories, from Entertainment to Weather, fills out a store of roughly 1.9 million apps in all.

More than any single category, it is the breadth that defines the store. Work, lifestyle, media and utility apps together far outweigh games, showing how thoroughly the iPhone has woven itself into every part of life, while the overwhelmingly free catalogue keeps the door open to everyone. For Apple, this vast and varied catalogue is not just a convenience but a competitive moat, the foundation of the Services business tracked across our Apple iPad revenue analysis and the wider Apple story.

FAQ

Frequently Asked Questions: App Store Apps by Category

As of Q2 2026, the Apple App Store hosts roughly 1.9 million available apps. Games is the largest category with about 241,000 apps, followed by Business (around 198,000), Education (173,000), Lifestyle (162,000) and Utilities (152,000). Below these, categories such as Entertainment, Food and Drink, Health and Fitness and Travel each hold tens of thousands of apps. Reported totals vary by source from about 1.5 to 2.4 million.

Games is the largest single category in the Apple App Store, accounting for roughly 13 percent of all available apps, or about 241,000 titles. It is well ahead of the next categories, Business, Education, Lifestyle and Utilities, which each hold between about 152,000 and 198,000 apps. Games also dominate App Store revenue, generating well over half of consumer spending despite being only about an eighth of apps by count.

The Apple App Store divides apps into more than two dozen primary categories, typically around 26, ranging from large ones like Games, Business and Education to small niches such as Weather, Magazines and Newspapers, and Developer Tools. Each app is assigned a primary category, though many could fit several, which is one reason different sources report slightly different category counts.

Games account for roughly 13 percent of all available apps in the Apple App Store, about 241,000 of the store's roughly 1.9 million apps. The other 87 percent, around 1.66 million apps, span every other category. However, games punch far above their weight in revenue, generating well over half of all App Store consumer spending through in-app purchases and subscriptions.

Around 95 percent of available apps in the Apple App Store are free to download, while only about 5 percent are paid. This reflects the dominance of the freemium model, in which apps are free to install and earn money through in-app purchases, subscriptions or advertising. The free share is high across nearly every category, though a few, like Education, have a slightly higher proportion of paid apps.

Among the mid-sized categories, Health and Fitness, Finance and Food and Drink have been among the faster-growing, as apps push into wellness tracking, banking and payments, food delivery and similar areas of daily life. These categories each hold tens of thousands of apps and represent the App Store steadily expanding into ever more parts of everyday life beyond games and the largest established categories.

Estimates of the total number of available apps in the Apple App Store vary by source and method, ranging from about 1.5 million to 2.4 million as of 2026. The differences come from whether games are

counted separately, how apps listed in multiple categories are treated, and how aggressively inactive apps are excluded. This analysis uses a working total of roughly 1.9 million available apps.

Category sizes reflect both demand and the ease of publishing. Games and Business are huge because they attract enormous developer interest and cover many sub-types. Small categories like Weather serve a narrow need already met by a few dominant apps, so fewer developers enter them. The result is a steep hierarchy: a few giant categories, a band of mid-sized ones, and a long tail of small niches.

Not always in proportion. Games are both the largest category by app count and the biggest by revenue, generating well over half of App Store consumer spending. But some smaller categories, such as Finance, Lifestyle and dating apps within Social Networking, generate outsized revenue per app through subscriptions, while large categories like Education earn relatively little. App count and revenue are related but far from identical.

The breakdown is based on the primary category Apple assigns to each app, as tracked by app-intelligence firms that scan the store. Category shares are relatively stable and widely reported; app counts are then derived by applying those shares to an estimate of the store total. Because the total and the treatment of multi-category and inactive apps vary, the exact per-category counts should be read as well-grounded estimates rather than precise figures.

Sources

App-intelligence sources (Appfigures, 42matters and similar) - Used for App Store category shares and store totals as of Q2 2026.

Apple - App Store - Reference for the App Store category system.

Category shares follow the App Store primary-category classification. App counts are derived by applying those shares to a store total of about 1.9 million apps. Games is the largest category at roughly 13 percent (about 241,000 apps); around 95 percent of apps are free. Reported totals vary by source from about 1.5 to 2.4 million, depending on whether games are counted separately and how multi-category and inactive apps are handled. Per-category counts are estimates, not exact figures.

STATISTICS REPORT

Services' share of Apple's revenue quarterly FY 2015-2026

Updated Jun 18, 2026 · businesstats.com/services-revenue-as-share-of-apples-total-revenue

~29% PEAK SHARE	~26% FY2025 AVG	~21% Q1 FY2026
~10% IN 2015	2.5x SINCE 2016	43 QUARTERS

Overview

Revenue from services as a share of Apple's total revenue worldwide from fiscal 3rd quarter 2015 to 1st quarter 2026

Services is not just growing at Apple, it is taking over a larger slice of the whole. Measured as a share of Apple total revenue, the Services segment has climbed from about 10 percent in 2015 to a peak near 29 percent in recent summer quarters. This report tracks that share every quarter from fiscal Q3 2015 to the first quarter of fiscal 2026.

The share moves in a distinctive sawtooth. It dips sharply in each December holiday quarter, when iPhone sales dominate revenue, and rises in the quieter summer quarters, when hardware sales ebb and steady Services revenue carries more weight. The dollar size of that Services revenue is tracked in our Apple Services revenue analysis; here the focus is purely on its share of the total. The percentage, not the dollar figure, is what reveals the shift in Apple business model. Dollars show growth; the share shows transformation. Both matter, but the share carries the bigger message. A growing share proves Services is winning relative ground, not just adding revenue. That distinction is what investors prize. They reward proof of a changing mix more than raw growth alone. A rising share is the evidence they look for. Nothing demonstrates the shift more plainly.

Services Share of Apple Revenue, Quarterly FY 2015-2026 (%)Services revenue as a percent of total Apple revenue each quarter.

Data:

Services revenue as a share of Apple total revenue, fiscal Q3 2015 to Q1 2026, compiled by BusinessStats from Apple filings.

Note:

Each quarter share is Services revenue divided by total company revenue, in percent. Recent quarters are computed from reported figures; earlier Services quarters are split from reported annual totals using the segment seasonal pattern, so individual percentages before fiscal 2024 are approximate.Switch views with the toolbar.

This share matters because Services carries far higher margins than hardware. As it claims a larger fraction of revenue, it claims an even larger fraction of profit, lifting Apple overall profitability. The rising share is one of the clearest signals of how the company business model is shifting from one-off device sales toward recurring, high-margin income. That shift is the single most important change in how the company earns money. It reshapes margins, valuation and risk all at once. Few metrics touch so many parts of the business. From gross margin to the price-earnings multiple, the share ripples through Apple financial profile. Its rise has helped justify a richer valuation.

A note on the data. Each quarter share is Services revenue divided by total company revenue, expressed as a percent. The most recent quarters are computed from reported figures; earlier Services quarters are split from reported annual totals using the segment seasonal pattern, so individual percentages before fiscal 2024 are approximate. Apple also revised its Services definition around 2018. Where that affects the figures, the broad trend remains reliable even if exact quarters vary. The direction of travel is beyond doubt. Only the precise speed is open to question. Whether the share climbs fast or slow, its long-run direction looks settled. The debate is about pace, not path. Almost no analyst expects the share to reverse. The structural drivers all point the same way. An expanding installed base keeps feeding the segment.

Share Data Table

Services Share of Apple Revenue by Quarter, FY 2015-2026

Services Share of Apple Revenue by Fiscal Quarter, 2015-2026 (%)Click any column to sort

FISCAL QUARTER	SERVICES SHARE	YOY CHANGE
Q3'15	10.1%	n/a

Q4'15	10.1%	n/a
Q1'16	7.7%	n/a
Q2'16	11.8%	n/a
Q3'16	14.5%	+4.4 pp
Q4'16	13.6%	+3.5 pp
Q1'17	9.2%	+1.5 pp
Q2'17	14.0%	+2.2 pp
Q3'17	16.6%	+2.1 pp
Q4'17	14.9%	+1.3 pp
Q1'18	10.1%	+0.9 pp
Q2'18	15.0%	+1.0 pp
Q3'18	17.6%	+1.0 pp
Q4'18	15.5%	+0.6 pp
Q1'19	13.2%	+3.1 pp
Q2'19	19.6%	+4.6 pp
Q3'19	21.7%	+4.1 pp
Q4'19	18.9%	+3.4 pp
Q1'20	14.0%	+0.8 pp
Q2'20	22.7%	+3.1 pp
Q3'20	22.7%	+1.0 pp
Q4'20	21.8%	+2.9 pp
Q1'21	14.7%	+0.7 pp
Q2'21	18.8%	-3.9 pp
Q3'21	21.2%	-1.5 pp
Q4'21	21.5%	-0.3 pp

Q1'22	15.1%	+0.4 pp
Q2'22	19.8%	+1.0 pp
Q3'22	23.7%	+2.5 pp
Q4'22	22.7%	+1.2 pp
Q1'23	17.5%	+2.4 pp
Q2'23	22.1%	+2.3 pp
Q3'23	26.2%	+2.5 pp
Q4'23	24.9%	+2.2 pp
Q1'24	19.3%	+1.8 pp
Q2'24	26.3%	+4.2 pp
Q3'24	28.2%	+2.0 pp
Q4'24	26.3%	+1.4 pp
Q1'25	21.2%	+1.9 pp
Q2'25	27.9%	+1.6 pp
Q3'25	29.2%	+1.0 pp
Q4'25	28.1%	+1.8 pp
Q1'26	20.9%	-0.3 pp

The table lists the Services share of Apple revenue for every quarter from fiscal Q3 2015 to fiscal Q1 2026. The values range from under 8 percent in early holiday quarters to above 29 percent in recent summer quarters. Sorting the columns reveals both the strong seasonal swing between quarters and the steady upward march of the share over time. Both forces are visible at once in the same column of numbers. Trend and season are tangled together in every quarter. Separating them is the key to reading the data. Confusing a seasonal dip for a real decline is the most common mistake. The trend line exists precisely to avoid it.

Annual Average

More Than Doubled

Averaged across each fiscal year, the rise is unmistakable. The Services share of Apple revenue grew from roughly 11 percent in fiscal 2016 to about 26 percent in fiscal 2025, more than doubling in nine years. The fiscal 2026 figure shown reflects only the first quarter, the holiday quarter, which always reads lower than the annual average. The holiday quarter is the weakest point of the year for the Services share. It is also the loudest, drawing the most attention. The holiday quarter sets headlines but understates the share. Its low reading reflects strong hardware, not weak Services. The summer quarter tells the opposite story.

The climb has been steady rather than sudden. The annual share rose by roughly two percentage points a year through the late 2010s, accelerated around 2019 and 2020, then continued its ascent through the 2020s. Only fiscal 2021 broke the pattern, when an exceptional iPhone super-cycle temporarily lifted hardware revenue and held the Services share flat, as our A rare burst of hardware strength briefly outpaced even fast-growing Services, as our Apple iPhone revenue analysis shows.

Average Services Share of Apple Revenue by Year (%)Full-year Services revenue as a percent of total revenue.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

Behind the annual averages lies a simple arithmetic: Services revenue has grown faster than the company as a whole in almost every year. Whenever one segment consistently outgrows the total, its share must rise, and that is exactly what has happened, even as Apple total revenue itself expanded strongly over the decade. Gaining share against a rising total is the harder, more telling kind of growth. It can only happen when a segment truly outpaces the whole. That is the strongest possible signal of a structural shift. Mere growth can flatter a segment; gaining share proves it. Apple Services has done both for a decade. Growing fast and gaining ground at the same time.

Underlying Trend

Stripping Out the Seasons

Stripping out the seasonal swing shows the underlying trend with great clarity. A trailing four-quarter average of the share smooths the sawtooth into a clean rising line, climbing from around 12 percent in 2015 to roughly 27 percent by late 2025, with only the briefest of pauses along the way.

The smoothed trend makes the structural nature of the shift obvious. This is not a temporary blip driven by one strong quarter, but a sustained, multi-year re-weighting of Apple revenue toward Services. The line bends gently upward year after year, reflecting the compounding effect of a segment that grows faster than its parent, a pattern echoed in our The compounding is relentless and broad-based, a dynamic echoed in our Apple total revenue analysis.

Services Share, Trailing 4-Quarter Average (%)Smoothed Services share, de-seasonalised.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

The trend also shows how far the shift still has to run. At roughly a quarter of revenue on a smoothed basis, Services is large but not yet dominant; the iPhone still accounts for around half of company revenue. If the current trajectory holds, the Services share will continue to creep higher, though the pace may ease as the base grows. Even a slowing climb would still lift the share to new highs. The ceiling keeps moving even as the steps shorten. Each summer sets a fresh high-water mark. The June quarter has become the bellwether for the whole trend. Where it goes, the annual average tends to follow. It leads the structural story by a year or more. The annual average always catches up eventually.

Seasonality

The Holiday-to-Summer Swing

The most striking feature of the data is its seasonality. The Services share is lowest in the first fiscal quarter, the December holiday period, when a surge of iPhone and other hardware sales swells total revenue and pushes the Services fraction down, often by five to ten percentage points below the summer

peak.

The share peaks in the third fiscal quarter, the June quarter, when hardware sales are at their seasonal low and the steady Services revenue carries proportionally more weight. The gap between the holiday trough and the summer peak can exceed eight percentage points within a single year, a far larger swing than the gentle seasonality of Services revenue itself.

Average Services Share by Fiscal Quarter (%)Mean share in each fiscal quarter across the period.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

This pattern is essentially a mirror of Apple hardware seasonality. Because Services revenue is smooth while device sales spike in the holiday quarter, the share inevitably falls when hardware is strong and rises when it is weak. The seasonality of the share says less about Services than about the powerful holiday rhythm of the iPhone and hardware lines like the iPad, whose own seasonal swings are detailed in our Apple iPad revenue analysis.

Recent Quarters

Records and a Holiday Dip

The most recent quarters show the share at historic highs, but also its seasonal volatility. In the summer of fiscal 2025 the Services share reached about 29 percent, its highest ever, before falling back to roughly 21 percent in the fiscal 2026 holiday quarter, even though Services revenue itself set an all-time record that quarter. The two facts together capture the seasonal illusion at the heart of the data. A record and a dip, side by side, in the same three months. The numerator soared while the ratio slipped. It is a reminder that share and size are different things. A record quarter can still see the share fall. Size and proportion move to different rhythms. One can rise while the other falls. The fiscal 2026 holiday quarter proved it vividly.

That fiscal 2026 holiday dip is a perfect illustration of the seasonal effect. Services revenue hit a record 30 billion dollars, yet its share fell, because total revenue surged to 143.8 billion dollars on the back of an

exceptional iPhone quarter. A record in dollars and a dip in share happened at the very same time, a contrast set out in our It is a textbook case of a ratio falling while its numerator rises, detailed in our Apple revenue by segment analysis.

Services Share, Recent Quarters FY 2024-2026 (%)Quarterly share over the latest three fiscal years.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

Read correctly, the recent data shows a share that is both rising and seasonal. Each summer peak is higher than the last, and each holiday trough is higher than the one before, so the whole sawtooth is marching upward. The headline number in any given quarter depends heavily on which part of the fiscal year it falls in.

Annual Range

Peaks and Troughs Both Rising

Tracking the highest and lowest share in each fiscal year captures both the trend and the seasonal range. Both the annual peak and the annual trough have risen steadily, from a peak near 14 percent and a trough near 8 percent in 2016 to a peak near 29 percent and a trough near 21 percent in 2025.

The band between the two has stayed wide throughout, usually six to nine percentage points, reflecting the persistent gap between the holiday quarter and the summer quarter. This durable range means the same year can show very different Services shares depending on the quarter, which is why looking at a single quarter in isolation can mislead. The annual range tells a fuller story than any one reading. It frames each quarter against its own year. A high or low only means something in that context.

Highest and Lowest Services Share Each Year (%)Annual peak and trough of the quarterly share.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

That both edges of the band have risen together is the clearest proof of a structural shift. It is not that one unusual quarter pulled the average up; rather, the entire range has moved higher year after year, lifting both the best and worst quarters for the Services share in lockstep, much as we see across Apple segments in our Apple Mac revenue analysis.

Milestones

Crossing the Thresholds

The share has passed a series of milestones on its way up. It first crossed 10 percent of Apple revenue in fiscal 2015, reached 15 percent around fiscal 2017, surpassed 20 percent in fiscal 2019, and broke through 25 percent in fiscal 2023, before peaking near 29 percent in fiscal 2025.

Each threshold was first breached in a summer quarter, when the share is seasonally highest, and only later became the norm across the whole year. The 20 percent level, for instance, was first touched in a June quarter years before the annual average reached it, showing how the seasonal peaks lead the structural trend.

First Quarter the Services Share Crossed Each Level (%)The share value when each threshold was first breached.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

These milestones turn an abstract trend into concrete steps. A segment that was a tenth of Apple revenue a decade ago is now, at its seasonal peak, approaching a third of it. That progression, from a tenth to nearly a third, is among the most important structural changes in Apple finances, on a par with shifts tracked in

our Few re-weightings of a major company revenue have been so sustained, a scale set out in our iPad share of revenue analysis.

By Era

A Step Up Each Period

Grouping the quarters into eras shows the average share stepping up over time. In fiscal 2016 to 2017 the Services share averaged around 12 percent; by fiscal 2020 to 2021 it had risen to roughly 19 percent; and in fiscal 2024 to 2026 it averages about 25 percent, more than double the early-period figure.

Each era reflects a different phase of Apple business. The early period was still firmly hardware-led, with Services a useful but minor contributor. The middle period saw Services scale rapidly as subscriptions and the App Store grew. The latest era shows Services established as a major pillar, routinely a quarter or more of revenue.

Average Services Share by Era (%)Mean quarterly share grouped by period.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

The era view filters out the quarterly noise to show the steady structural march. Each block of years sits clearly above the one before, with no era reversing the gains of its predecessor. This consistency is what makes the rising Services share one of the most dependable trends in Apple financial story, reinforcing the segment value in our Apple net income analysis.

Summer Peak

The Rising Ceiling

Focusing on the third fiscal quarter alone, the seasonal peak, shows the ceiling rising relentlessly. The June-quarter Services share climbed from about 10 percent in fiscal 2015 to roughly 17 percent in 2018, 22 percent in 2020, 26 percent in 2023 and 29 percent in 2025, the highest figure in the entire series.

These summer peaks matter because they show where the share reaches when hardware is at its weakest, a preview of where the annual average may head in future. Each year the peak has set a new high, suggesting the structural ceiling on the Services share is still rising rather than levelling off.

Services Share in the June Quarter, by Year (%)The seasonal-peak share in each fiscal third quarter.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

If the June-quarter share continues its climb, it will approach a third of Apple revenue within a few years, a remarkable threshold for a segment that barely registered a decade ago. The summer peak has become the leading indicator of how far Services can ultimately reshape Apple revenue mix, a question framed in our big tech revenue comparison analysis.

Distribution

Where the Quarters Sit

Looking at how the 43 quarters distribute across share bands gives a sense of the overall picture. A handful of early holiday quarters sit below 15 percent, a large group clusters in the 15 to 25 percent range that has dominated recent years, and a growing number of summer quarters now exceed 25 percent.

The shape of this distribution has shifted over time. A decade ago, nearly every quarter sat below 15 percent; today, most fall above 20 percent, and the highest band, above 25 percent, is populated entirely by recent quarters. The centre of gravity of the whole distribution has moved steadily to the right.

Distribution of Quarters by Services Share BandHow the 43 quarters split across share bands.

Data:

Derived from Apple Services and total revenue, compiled by BusinessStats from Apple filings.

Note:

Annual averages, trailing averages, seasonal means, era averages and band ranges are calculated from the quarterly share series. Apple revised its Services definition around 2018, so figures across that transition are approximate.Switch views with the toolbar.

This distribution underlines the central finding: the Services share has not merely touched higher levels in a few standout quarters, but has shifted its entire range upward. What was once an exceptional reading, a quarter above 20 percent, is now the everyday norm, a re-rating that has reshaped how Apple is valued, as our biggest companies by market value analysis reflects.

~29%Peak ShareQ3 FY2025. ~26%FY2025 AvgFull year. ~10%In 2015Where it began. ~21%Q1 FY2026Holiday dip.

Services share of Apple revenue tells the story of a company in transition. From about 10 percent in 2015 to a peak near 29 percent in 2025, the share has risen relentlessly, even as it swings sharply with the seasons, dipping in each iPhone-heavy holiday quarter and peaking in the quieter summer months. Both the peaks and the troughs have climbed year after year.

More than any single figure, it is the direction that matters. A higher Services share means more recurring, higher-margin revenue, a steadier business and a profile that investors increasingly value like a software company rather than a hardware maker. For a company long defined by the iPhone, the steady rise of the Services share is the clearest measure of how Apple is changing, a shift set in the wider context of our Apple Vision Pro price list analysis of where the company is investing next.

FAQ

Frequently Asked Questions: Services Share of Apple Revenue

As of the fiscal 2026 holiday quarter, Services accounted for about 21 percent of Apple total revenue, down from a record peak near 29 percent in the summer of fiscal 2025. The share swings seasonally: it is lowest in the December quarter, when iPhone sales dominate, and highest in the June quarter. On an annual-average basis it was roughly 26 percent in fiscal 2025.

The Services share has risen from about 10 percent of Apple total revenue in fiscal 2015 to a peak near 29 percent in recent summer quarters. On an annual-average basis it grew from roughly 11 percent in fiscal 2016 to about 26 percent in fiscal 2025, more than doubling in nine years, because Services revenue has grown faster than the company as a whole.

The share follows a seasonal sawtooth because Services revenue is smooth while hardware sales are highly seasonal. In the December holiday quarter, a surge of iPhone and other device sales swells total revenue and pushes the Services share down. In the quieter June quarter, hardware sales ebb and steady Services revenue carries more weight, lifting the share to its seasonal peak.

In the first quarter of fiscal 2026 (the December 2025 holiday quarter), Services made up about 21 percent of Apple total revenue. This was a seasonal dip even though Services revenue set an all-time record of 30 billion dollars, because total revenue surged to 143.8 billion dollars on the back of an exceptional iPhone quarter. The summer quarters typically show a much higher share.

Services carries far higher margins than hardware, so as it claims a larger share of revenue it claims an even larger share of profit, lifting Apple overall profitability. A higher Services share also means more recurring, predictable revenue and a steadier business, which is why investors increasingly value Apple more like a software company than a pure hardware maker.

The Services share of Apple revenue peaked at about 29 percent in the June quarter of fiscal 2025, the highest in the series. Each summer quarter has tended to set a new high, with the seasonal peak rising from around 10 percent in 2015 to 29 percent in 2025. The annual average, which smooths out the seasonality, reached about 26 percent in fiscal 2025.

Yes. Both the seasonal peaks and the seasonal troughs have risen steadily year after year, so the whole sawtooth pattern is marching upward. The smoothed, four-quarter-average share climbed from around 12 percent in 2015 to roughly 27 percent by late 2025. The pace may ease as the base grows, but the underlying direction remains clearly upward.

The iPhone remains Apple largest segment, accounting for around half of total revenue, so Services, at roughly a quarter on an annual basis, is still the second-largest source. However, Services is growing faster, so its share is rising while the iPhone share is broadly flat to slightly declining over the long term, gradually narrowing the gap between the two.

The Services share first crossed 20 percent in a single quarter around fiscal 2019, in the seasonally strong June quarter. It took several more years for the annual average to reach that level, because the holiday-quarter troughs lagged behind the summer peaks. The share first crossed 25 percent in a quarter around fiscal 2023.

No. Services revenue and its share can move in opposite directions in a single quarter. In the fiscal 2026 holiday quarter, Services revenue set an all-time record of 30 billion dollars, yet its share fell to about 21

percent, because total revenue rose even faster on a surge of iPhone sales. The share depends on Services revenue relative to the whole, not on its absolute size.

Sources

Apple Investor Relations - Quarterly Earnings - Source for reported Services and total revenue (Form 8-K, 10-Q, 10-K).

Apple Inc. quarterly and annual filings - Used for Services revenue, total revenue and the resulting share through fiscal Q1 2026.

Each quarter share is Services revenue divided by total company revenue, in percent. Recent quarters are computed from reported figures: the share was about 29 percent at its fiscal 2025 summer peak and about 21 percent in the fiscal 2026 holiday quarter. Earlier Services quarters are split from reported annual totals using the segment seasonal pattern, so percentages before fiscal 2024 are approximate. Apple revised its Services definition around 2018. Not investment advice.

STATISTICS REPORT

Apple revenue from iPad sales worldwide quarterly FY 2010-2026

Updated Jun 17, 2026 · businesstats.com/apples-global-revenue-from-ipad-sales-by-quarter

$32B FY2013 PEAK	**$18.8B** FY2018 TROUGH	**$32B** FY2021 REBOUND
~7% OF APPLE	**~$28B** FY2025	**$400B+** SINCE 2010

Overview

Revenue of Apple from iPad sales worldwide from fiscal 3rd quarter 2010 to 2nd quarter 2026

When Steve Jobs unveiled the iPad in 2010, he called it a magical and revolutionary product, and for a few years it grew faster than almost anything Apple had made. Then it stalled, declined for years, and staged a pandemic-era comeback. This report tracks Apple revenue from iPad sales worldwide, quarter by quarter, from the iPad debut in fiscal 2010 to fiscal 2026, charting one of the most dramatic rise-and-fall stories in the company history. No other Apple product has soared so high, fallen so far, and recovered so completely, all within a decade and a half. The iPad arc is a case study in how fast a technology product can rise and how quickly it can mature. The whole cycle, from launch to maturity, played out in barely a decade. Few products compress so much history into so short a span. The iPad lived a full lifetime in the time others take to find their feet. That speed is itself part of what makes the iPad story so remarkable. Nothing about the iPad happened slowly, not its rise, its fall, or its return.

The numbers tell a tale of three acts. The iPad rocketed from nothing to a peak of nearly thirty-two billion dollars in annual revenue by fiscal 2013, then slid through a long decline to a trough below nineteen billion in 2018, before recovering during the pandemic and settling into the high twenties. Across the same span its share of Apple revenue fell sharply, a shift set against the company wider rise in our macOS version share analysis and across its other lines.

Apple iPad Revenue, Quarterly FY2010-2026 ($M)Apple revenue from iPad sales by fiscal quarter.

Data:

Apple iPad segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual iPad revenue is reported by Apple. Quarterly figures are distributed using iPad seasonality and are estimates. The iPad launched in fiscal Q3 2010. In millions of U.S. dollars.Switch views with the toolbar.

Several forces drove this rollercoaster. The early boom reflected the iPad novelty and the absence of rivals. The long decline came as the tablet market saturated, larger iPhones cannibalised demand, and buyers found little reason to upgrade. Each of these forces reinforced the others, turning a runaway hit into a maturing business. The recovery owed much to the iPad Pro, cheaper models and, above all, the pandemic surge in remote work and learning that sent tablet demand soaring.

A note on the data is useful. Apple reports iPad revenue each year, and those annual totals are exact. The quarterly figures are distributed using the iPad seasonal pattern and are best read as estimates, since Apple no longer breaks out iPad units. The iPad place within Apple overall business is explored alongside its other segments in our Apple revenue by segment analysis.

Annual Data Table

Apple iPad Revenue: Annual, Share of Apple, and Growth, FY2010-2025

Apple Annual iPad Revenue, Share of Total Apple Revenue and Year-over-Year Growth, FY2010-2025Click any column to sort

FISCAL YEAR	IPAD REVENUE ($M)	SHARE OF APPLE	YOY GROWTH
FY2010	$4,958	7.6%	n/a
FY2011	$19,168	17.7%	+286.6%
FY2012	$30,945	19.8%	+61.4%
FY2013	$31,980	18.7%	+3.3%
FY2014	$30,283	16.6%	-5.3%
FY2015	$23,227	9.9%	-23.3%
FY2016	$20,628	9.6%	-11.2%

FY2017	$19,222	8.4%	-6.8%
FY2018	$18,805	7.1%	-2.2%
FY2019	$21,280	8.2%	+13.2%
FY2020	$23,724	8.6%	+11.5%
FY2021	$31,862	8.7%	+34.3%
FY2022	$29,292	7.4%	-8.1%
FY2023	$28,300	7.4%	-3.4%
FY2024	$26,694	6.8%	-5.7%
FY2025	$27,900	6.7%	+4.5%

The table lists Apple annual iPad revenue from fiscal 2010 to fiscal 2025, alongside its share of the company total revenue and the year-over-year change. The revenue column rises steeply, falls for years, then recovers, while the share column declines almost throughout, a reminder that the iPad can still generate large sums even as it shrinks in relative importance. Sorting the columns reveals the peak, the trough and the recovery. The three turning points stand out clearly once the data is ordered by year. Peak, trough and rebound form the spine of the entire iPad story. Every other detail hangs off those three pivotal moments. Understand the peak, trough and rebound, and the rest follows. Those three points are the keys to the whole chart. Read them in order and the iPad journey becomes clear at a glance. The whole arc resolves into a single, legible shape.

The Annual View

Rise, Fall and Recovery

Viewed by fiscal year, the iPad arc is unmistakable. From its launch in 2010 it surged, more than quadrupling in its first full year and climbing to a peak of nearly thirty-two billion dollars by fiscal 2013. It was, for a brief period, Apple second-largest product line and one of the fastest-growing major products the technology industry had ever seen. For a moment, it seemed the iPad might rival the iPhone itself in importance. That early promise made the subsequent decline all the more striking. Expectations had been set sky-high, and the fall to earth was steep. The gap between hype and reality defined the iPad middle years. Few products have had so much expectation to live up to.

Then the descent began. From the 2013 peak, iPad revenue fell for five consecutive years, bottoming out below nineteen billion dollars in fiscal 2018, a drop of more than forty percent. The tablet, once hailed as the future of computing, had become a mature and shrinking business, its profits still meaningful but its momentum gone, as reflected in the bottom line in our Apple net income analysis.

Apple iPad Revenue by Fiscal Year ($M)Annual Apple iPad revenue, fiscal 2010 to 2025.

Data:

Apple iPad segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual iPad revenue is reported by Apple. Quarterly figures are distributed using iPad seasonality and are estimates. The iPad launched in fiscal Q3 2010. In millions of U.S. dollars.Switch views with the toolbar.

The third act was recovery. From the 2018 trough, iPad revenue climbed back, accelerating sharply during the pandemic to a second peak near thirty-two billion dollars in fiscal 2021. It then eased into the high twenties, where it has remained, a durable, mature business that, while no longer growing quickly, generates substantial and dependable revenue year after year. The wild ride of its first decade has given way to a steadier, more predictable rhythm. Investors and observers alike have come to treat the iPad as a known quantity. It rarely surprises anyone in either direction now.

Seasonality

The Holiday Quarter Dominates

iPad revenue follows a strong seasonal pattern, more pronounced than most of Apple other products. The first fiscal quarter, covering the October-to-December holiday season, is overwhelmingly the strongest, as the iPad popularity as a gift concentrates sales into the holidays. The remaining three quarters are markedly quieter, with revenue spread more evenly across the rest of the year. The contrast between the towering holiday quarter and the quieter rest is among the sharpest of any Apple product. The iPad lives and dies by the holidays more than almost anything else Apple sells. The gift-giving season is the heartbeat of the iPad year.

This pronounced holiday skew reflects the iPad role as a consumer device often bought as a present, for children, students and families. The pattern is sharper than for the Mac, which also enjoys a back-to-school boost, and it shapes Apple revenue rhythm, a seasonality visible across the company results in our Apple total revenue analysis, where the December quarter towers over the others.

Average iPad Revenue Share by Fiscal Quarter (%)Average share of annual iPad revenue falling in each fiscal quarter.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

Understanding the iPad seasonality is essential to reading its quarterly figures. A towering holiday quarter and three quieter ones are the norm, so the only meaningful comparisons are between the same quarter in different years. The seasonal pattern has held remarkably steady across the iPad entire history, through its boom, its decline and its recovery alike. No matter how the underlying business fared, the December quarter always led the way. That consistency makes the holiday quarter the truest measure of iPad demand. One strong December can define an entire fiscal year for the iPad. The holiday quarter carries a weight no other quarter approaches.

Share of Apple

From a Fifth to a Fourteenth

The most telling long-term trend is the steady fall in the iPad share of Apple total revenue. At its peak around fiscal 2012, the iPad generated close to a fifth of all Apple revenue, a remarkable contribution for a product barely two years old. By the mid-2020s that share had fallen to around seven percent, a small fraction of a far larger company. The iPad slice of Apple shrank even as the company itself grew into the most valuable in the world. A smaller slice of a vastly bigger pie can still be an enormous sum. Relative decline and absolute strength can coexist comfortably. The iPad proves that a shrinking share need not mean a shrinking business. Size and proportion are two very different measures.

This decline is only partly about the iPad own ups and downs. Even as iPad revenue recovered to near its old peak in absolute terms, its share kept falling, because the iPhone and Services grew so much faster. The iPad shrinking slice of a rapidly expanding pie mirrors the pattern seen in the Mac, explored in our Apple Mac revenue analysis, where absolute growth masked relative decline.

iPad Revenue as a Share of Total Apple Revenue (%)iPad revenue as a percentage of Apple total revenue, by fiscal year.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

The shifting share underlines how the iPad role within Apple has changed. Once positioned as a potential third pillar alongside the Mac and iPhone, even as a possible PC replacement, the iPad has settled into a valuable but secondary role. It anchors a distinct category, serves creative and educational users, and rounds out the ecosystem alongside the iPhone in our The iPad complements rather than competes with Apple other devices, filling a space between phone and laptop.iPhone 15 adoption analysis, rather than driving the company growth.

Growth Rates

Boom, Bust and Rebound

The iPad year-over-year growth rates capture its volatile history vividly. The early years saw explosive triple-digit and high double-digit growth, among the fastest ever recorded for a major product. That was followed by a long run of declines from 2014 to 2018, then a sharp pandemic-era rebound, and most recently a return to modest, low-single-digit movements.

Few major products have swung so dramatically between boom and bust. The early growth reflected a genuinely new product category with no competition; the decline reflected saturation and cannibalisation by larger phones, a dynamic linked to the rise of big-screen iPhones in our Apple iPhone revenue analysis. The pandemic rebound was a one-off shock that has since faded.

Apple iPad Revenue: Year-over-Year Growth (%)Annual iPad revenue growth rate, fiscal 2011 to 2025.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

The recent return to small, steady growth rates suggests the iPad has found equilibrium. The wild swings of its first decade appear to be behind it, replaced by the gentle fluctuations of a mature product refreshed periodically by new chips and models. Big swings have given way to small, manageable ones. The iPad is no longer a growth story, but it is a stable and profitable one, far removed from the drama of its early years. The iPad has earned a quiet, dependable place in Apple lineup. It asks for little attention and reliably delivers results. That dependability is exactly what a mature product should provide. Apple has built the iPad into a quiet workhorse of its lineup.

Recent Quarters

A Stable Maturity

Zooming in on the most recent quarters shows the iPad operating as a steady, mature business in the high-twenties of billions annually. After the post-pandemic dip, revenue stabilised, supported by the move to Apple own M-series chips in the iPad Pro and Air, which gave the premium models laptop-class performance and drew in upgraders, particularly creative professionals. The premium iPad has increasingly become a serious tool rather than a casual gadget. The line between an iPad Pro and a laptop has grown thinner with every generation. Apple silicon has all but erased the performance gap between them. The modern iPad Pro is, in raw power, a laptop in tablet form. For many users, it has become a genuine computer replacement. The original promise of the iPad as a PC successor has, for some, finally arrived.

The recent data also reflects the iPad dependence on its product cycle. Quarters featuring new iPad launches, such as the M-series iPad Pro and Air refreshes, show clear bumps, while quarters without new models are quieter. This launch-driven pattern is characteristic of mature Apple hardware, echoing the rhythm seen in our Apple Mac sales analysis.

Apple iPad Revenue, Recent Quarters ($M)Quarterly iPad revenue over the most recent quarters.

Data:

Apple iPad segment revenue, compiled by BusinessStats from Apple quarterly reports.

Note:

Annual iPad revenue is reported by Apple. Quarterly figures are distributed using iPad seasonality and are estimates. The iPad launched in fiscal Q3 2010. In millions of U.S. dollars.Switch views with the toolbar.

Taken together, the recent quarters depict an iPad business that has made peace with maturity. It is no longer the explosive growth engine of its early years, nor the declining business of the mid-2010s, but a

stable contributor that generates dependable revenue, anchors a product category, and benefits from periodic chip and design upgrades that keep its loyal base refreshing their devices The iPad has settled into a comfortable, profitable middle age, much as the software cadence does in our iOS version share analysis.

The Three Acts

Eras of the iPad

Grouping iPad revenue into distinct eras clarifies its remarkable journey. The launch and boom era, from 2010 to 2014, saw average quarterly revenue climb steeply. The decline era, from 2015 to 2018, saw it fall back sharply. The pandemic and recovery era, from 2019 onward, saw it rebound and stabilise at a healthy level, well above the trough. Each era is sharply distinct from the others, a rarity in product history. Most products trace a single arc, but the iPad has lived several lives.

The era view makes the iPad three-act structure unmistakable. Each era has a distinct character: explosive growth, painful contraction and stable maturity. The contrast between the booming early years and the steadier present captures how quickly a revolutionary product can mature, a pattern that has shaped Apple thinking about its place among the giants in our big tech revenue comparison analysis.

Average Quarterly iPad Revenue by Era ($M)Average quarterly iPad revenue across the launch, decline and recovery eras.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

Comparing the eras also reveals the iPad resilience. Despite the long decline, the iPad never collapsed; it stabilised, recovered and settled at a level that still makes it one of the larger hardware businesses in technology. Few products survive so steep a fall and emerge as a durable, profitable mainstay, a testament to the iPad enduring appeal and Apple willingness to sustain it. The iPad survival through its long decline is a story in itself. Many products in its position would simply have been discontinued.

Top Quarters

The Early Highs

Ranking the iPad strongest quarters reveals where its peaks fell. The very top of the list is dominated by the holiday quarters of fiscal 2013 and 2014, the height of the original iPad boom, when quarterly revenue reached its all-time high of around ten to eleven billion dollars. The pandemic-era holiday quarters appear lower down, a strong second peak. Even the pandemic surge could not quite recreate the magic of the original boom. The first iPad wave remains the high-water mark of the entire franchise.

That the all-time peak quarters date from 2013 and 2014, rather than the more recent past, underlines how extraordinary the original iPad boom was. No quarter since has quite matched those early holiday highs, even during the pandemic surge, a reflection of just how rapidly the iPad first conquered the market before the long decline set in. The iPad conquered its market faster than almost any product before it. Its early ascent set records that still stand within Apple own history.

Apple Top iPad Revenue Quarters ($M)Highest single-quarter iPad revenue.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

The clustering of record quarters in the early years, with the pandemic peak a notable but lower second, tells the iPad story in miniature. Its greatest moments came at the very start, an unusual shape for a product, and one that distinguishes the iPad from Apple other lines, where the strongest quarters have tended to come in the most recent years. The iPad, by contrast, peaked early and has lived in the shadow of that peak ever since.

Cumulative Revenue

Over 400 Billion Dollars

Accumulating iPad revenue over its lifetime shows the sheer scale of the business, despite its ups and downs. Since its launch in 2010, the iPad has generated approaching four hundred billion dollars in total revenue, a vast sum that underlines how substantial the product remains, even as a supporting act within the larger company. That accumulated total would, on its own, rank among the larger hardware businesses

anywhere.

The cumulative curve rises steeply in the early boom years, flattens somewhat during the mid-decade decline, then steepens again during the pandemic recovery. The shape captures, in a single rising line, the iPad three acts, and shows how even a product past its growth peak continues to add enormous sums, feeding the cash flows that fund Apple ventures detailed in our biggest companies by market value analysis.

Cumulative Apple iPad Revenue Since FY2010 ($M)Running total of Apple iPad revenue from fiscal 2010.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

The scale of cumulative iPad revenue is a useful corrective to any notion that the iPad has faded into irrelevance. While its share of Apple revenue has fallen and its growth has stalled, the absolute dollars it has generated, and continues to generate, are enormous. The iPad remains a major business by any standard outside Apple own giant scale. The iPad may be a mature business, but it remains a remarkably large and durable one.

Holiday Quarter

The Annual Bellwether

The holiday first quarter is the iPad showcase, and tracking it by year strips out seasonality to reveal the underlying trend. The holiday quarter climbed to its peak in the early 2010s, fell through the mid-decade decline, recovered during the pandemic, and has settled into a steady range in recent years, mirroring the overall arc of the business. The holiday quarter is, in effect, a compressed version of the whole iPad story.

Because so much iPad revenue concentrates in the holidays, the December quarter is the single best gauge of the iPad health in any given year. A strong holiday quarter signals robust demand; a weak one foreshadows a soft year. The pattern is sharper for the iPad than for almost any other Apple product, given its popularity as a gift.

Apple iPad Holiday-Quarter (Q1) Revenue by Year ($M)iPad revenue in the October-to-December quarter, by fiscal year.

Data:

Derived from Apple iPad segment revenue, compiled by BusinessStats.

Note:

Shares, growth rates, averages and cumulative totals are calculated from the iPad revenue series. Annual figures are reported; quarterly splits are estimates.Switch views with the toolbar.

The trajectory of the holiday quarter, rising, falling and recovering, encapsulates the iPad entire history in a single annual data point. It shows the early boom, the long decline and the pandemic-era rebound with unusual clarity, and it confirms that the iPad, while no longer growing, has stabilised at a healthy and durable holiday peak.

$32BFY2013 PeakThe original boom. $18.8BFY2018 TroughThe long decline. $32BFY2021Pandemic rebound. ~7%Of AppleDown from 20%.

Across more than fifteen years, Apple iPad business has told one of the most dramatic stories in the company history: a meteoric rise to a peak near thirty-two billion dollars, a long and painful decline of more than forty percent, and a pandemic-fuelled recovery to a second peak before settling into a stable maturity. Along the way the iPad share of Apple revenue fell from close to a fifth to around seven percent, not only from its own struggles, but because the rest of Apple grew so much faster. The iPad did not fail; it was simply outpaced by the iPhone and Services.

The iPad today is a mature, stable business, revitalised by Apple own silicon and anchored by a loyal base of creative, educational and everyday users. It no longer drives Apple growth, nor threatens to replace the PC as once predicted, but it generates dependable revenue, anchors a distinct category, and continues to evolve with each new chip and model. The product Steve Jobs once called magical has matured into something steadier, a durable and valuable pillar of the world most valuable company.

FAQ

Frequently Asked Questions: Apple iPad Revenue

In fiscal 2025, Apple generated roughly 28 billion dollars from iPad sales, within the high-twenties range it has occupied since the pandemic. iPad revenue peaked at nearly 32 billion dollars in fiscal 2013, fell to

below 19 billion by 2018, then recovered during the pandemic before settling at its current level.

Apple iPad revenue first peaked in fiscal 2013 at nearly 32 billion dollars, at the height of the original iPad boom. It reached a second, similar peak in fiscal 2021, driven by pandemic demand for tablets. The all-time highest quarters, however, date from the early 2010s holiday seasons.

iPad revenue fell for five straight years after 2013 as the tablet market saturated and growth stalled. Larger iPhones cannibalised demand, since a big phone could do much of what a tablet did, and iPads lasted for years, giving owners little reason to upgrade. The decline bottomed out in fiscal 2018.

The iPad recovered from its 2018 trough thanks to new products like the iPad Pro and more affordable models, the addition of the Apple Pencil and keyboards, and above all the pandemic. Remote work and online learning sent tablet demand soaring in 2020 and 2021, lifting iPad revenue to a second peak near its all-time high.

As of the mid-2020s, the iPad accounts for around 7 percent of Apple total revenue, down from close to 20 percent at its peak around fiscal 2012. The fall reflects both the iPad own plateau and the far faster growth of the iPhone and Services, which now dominate Apple revenue.

Apple reports iPad revenue each fiscal year, and those annual totals are exact. The quarterly figures are distributed using the iPad seasonal pattern and should be read as estimates, since Apple no longer reports iPad unit sales. The overall trends, including the 2013 peak, the 2018 trough and the pandemic recovery, are firmly established.

iPad revenue is concentrated in the first fiscal quarter, covering the October-to-December holiday season, because the iPad is frequently bought as a gift for children, students and families. This holiday skew is more pronounced than for most other Apple products, making the December quarter by far the strongest of the year.

Yes, though its role has changed. The iPad no longer drives Apple growth as it once promised to, but it remains a substantial business generating tens of billions of dollars a year. It anchors a distinct product category, serves creative and educational users, and has been revitalised by the move to Apple silicon in its premium models.

The iPad strongest quarters were the holiday first quarters of fiscal 2013 and 2014, when quarterly revenue reached around ten to eleven billion dollars at the height of the original iPad boom. No quarter since, including during the pandemic surge, has quite matched those early peaks.

Since its launch in 2010, the iPad has generated approaching 400 billion dollars in cumulative revenue, underlining how substantial the business is despite its ups and downs. While its share of Apple revenue has fallen, the absolute dollars it generates each year remain large, in the high-twenties of billions.

Sources

Apple Inc. - Investor Relations - Source for reported annual iPad segment revenue.

Apple Form 10-K and 10-Q filings - Used for iPad segment revenue, fiscal 2010 to 2026.

iPad revenue is Apple reported Net Sales for the iPad segment, in millions of U.S. dollars. Annual figures are reported actuals. Quarterly figures are estimates distributed using iPad seasonality, since Apple no longer reports iPad units. iPad revenue peaked near 32 billion dollars in fiscal 2013, troughed below 19 billion in fiscal 2018, and was about 28 billion in fiscal 2025. Not investment advice.

STATISTICS REPORT

Smartphone unit shipments of Apple worldwide quarterly 2010-2026

Updated Jun 17, 2026 · businesstats.com/global-apple-iphone-sales-since-3rd-quarter-2007

247M 2025 RECORD	**#1** GLOBAL VENDOR	**~3B** CUMULATIVE
~74M AVG HOLIDAY Q	**236M** 2021 RECORD	**~19%** GLOBAL SHARE

Overview

Apple shipments of smartphones worldwide from 1st quarter 2010 to 1st quarter 2026

Apple does not sell the most smartphones in the world by unit count, but it sells the most valuable ones, and in recent years it has quietly become the single largest smartphone vendor on the planet. In 2025 Apple shipped a record of roughly 247 million iPhones, more than in any year before, and ended a fourteen-year reign by Samsung at the top of the annual rankings. This report tracks Apple iPhone shipments, quarter by quarter, from 2010 to 2026, charting the rise of the device that defined the modern smartphone era and still leads it today. The volume story and the value story have, in recent years, finally converged in Apple favour. The company now leads on units and on profit at the same time, a rare double. Sustaining both at once is the clearest sign of the iPhone enduring strength. That convergence of volume and value defines Apple position today.

The numbers tell a story of explosive early growth, a long plateau, and a late surge back to record highs. From under 50 million units in 2010, iPhone shipments climbed past 230 million by the middle of the decade, then settled into a mature rhythm before reaching new peaks in the 2020s. The shipment trend pairs naturally with the money it generates, explored in our iPhone 16 adoption by model analysis, where rising prices have lifted revenue even as unit volumes flattened.

Apple iPhone Shipments, Quarterly 2010-2026 (Million Units)Apple iPhone unit shipments by calendar quarter, in millions.

Data:

Apple iPhone unit shipments, compiled by BusinessStats.

Note:

Figures for 2010 to 2018 are Apple reported iPhone unit sales; from late 2018 onward they are IDC and third-party shipment estimates, as Apple stopped disclosing unit volumes. In millions of units.Switch views with the toolbar.

One important detail shapes the data. Apple reported exact iPhone unit sales every quarter until late 2018, after which it stopped disclosing volumes and shifted investor attention to revenue. From that point onward, the figures here come from IDC and other industry trackers, which estimate shipments using supply-chain and channel data. The two sources align closely, but the later years are estimates rather than figures Apple itself confirms, a shift that says much about how Apple wants its business to be judged. Investors are now asked to watch dollars, not devices, a telling change in emphasis. The shift also conveniently masked the year-to-year swings in unit demand.

The quarterly view also reveals the iPhone pronounced seasonality. New models launch in September, so the fourth calendar quarter, covering October to December, is by far the biggest as holiday demand and fresh hardware combine. This pattern, repeated every year, drives the sawtooth shape of the shipment chart. Set against Apple total business in our Apple revenue analysis, iPhone shipments remain the single most important volume metric the company produces, even if it no longer reports it.

Annual Data Table

Apple iPhone Shipments, Growth and Market Share, 2010-2025

Apple Annual iPhone Shipments, YoY Growth and Global Market Share, 2010-2025Click any column to sort

YEAR	SHIPMENTS (M)	YOY GROWTH	GLOBAL SHARE
2010	47.5	n/a	15.6%
2011	93.1	+96.0%	18.8%
2012	135.8	+45.9%	18.7%
2013	153.5	+13.0%	15.1%
2014	192.7	+25.5%	14.8%

2015	231.5	+20.1%	16.1%
2016	215.4	-7.0%	14.6%
2017	215.8	+0.2%	14.7%
2018	208.8	-3.2%	14.9%
2019	191.0	-8.5%	13.9%
2020	206.1	+7.9%	15.9%
2021	235.8	+14.4%	17.4%
2022	226.4	-4.0%	18.8%
2023	234.6	+3.6%	20.1%
2024	233.2	-0.6%	18.8%
2025	247.4	+6.1%	19.8%

The table lists Apple annual iPhone shipments from 2010 to 2025, alongside year-over-year growth and Apple estimated share of the global smartphone market. The shipment column rises from under 50 million to nearly 250 million units, while the share column hovers between roughly 15 and 20 percent, reflecting how Apple captures a modest slice of global volume but a commanding share of industry profit. Sorting any column shows how Apple climbed from challenger to the largest smartphone vendor in the world. That climb took more than a decade of patient, premium-focused execution to achieve. Apple won the volume crown without ever chasing the low end of the market.

The Annual View

From Challenger to Number One

Viewed by year, the iPhone shipment story divides into clear phases. The first half of the 2010s was a period of rapid expansion, as the iPhone went global and shipments multiplied roughly fivefold between 2010 and 2015. That growth peaked around 2015, the year of the larger-screen iPhone 6, when Apple shipped over 230 million units, a figure it would not exceed for six years. The supercycle had pulled forward an enormous wave of upgrades.

The second half of the decade was a plateau. Shipments drifted between roughly 190 and 220 million units a year as the smartphone market matured and upgrade cycles lengthened. Yet Apple held its ground while

many rivals faltered, and its position in the premium tier only strengthened. This stability mirrors the company broader resilience, visible across the product mix in our Apple revenue by segment analysis, where the iPhone remained the anchor throughout.

Apple iPhone Annual Shipments, 2010-2025 (Million Units)Apple iPhone unit shipments by calendar year, in millions.

Data:

Apple iPhone unit shipments, compiled by BusinessStats.

Note:

Figures for 2010 to 2018 are Apple reported iPhone unit sales; from late 2018 onward they are IDC and third-party shipment estimates, as Apple stopped disclosing unit volumes. In millions of units.Switch views with the toolbar.

The 2020s brought renewed growth. A 5G-driven upgrade wave pushed shipments to a then-record near 236 million units in 2021, and after a dip, Apple reached an all-time high of about 247 million in 2025 on the strength of the iPhone 17. Crucially, in 2023 Apple became the largest smartphone vendor for a full calendar year for the first time, a milestone it repeated in 2024 and 2025, cementing its place at the top. For a company that ships a minority of the world phones, reaching number one was a milestone. It proved that a premium strategy could win on units as well as on margin. The milestone reframed how analysts judge Apple competitive position.

Year-over-Year

Boom, Plateau and Renewal

The year-over-year growth chart captures both the iPhone explosive youth and its mature swings. The early 2010s saw enormous percentage gains as shipments scaled from a small base, with growth often exceeding fifty percent a year. That pace was impossible to sustain, and as the installed base grew the growth rate fell sharply, settling into a pattern of low single-digit gains punctuated by occasional declines as upgrade cycles ebbed and flowed. The maturing of the market turned a growth story into a story of scale and endurance. Holding a market is, in its own way, harder than capturing one.

The down years are instructive. Shipments fell in 2016 as the iPhone 6 supercycle unwound, and again in 2018 and 2019 amid longer upgrade cycles and weakness in China. Each decline was followed by recovery, however, and none threatened Apple leadership of the premium segment. These swings track the broader

smartphone industry rhythm captured in our global smartphone shipments analysis, where the whole market has cooled from its mid-decade peak.

Apple iPhone Shipment Growth (%)Year-over-year change in Apple iPhone shipments, in percent.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

What the growth pattern shows is a product that has matured without declining. The iPhone no longer doubles its shipments, but it has avoided the steep falls that hit many rivals, and it has repeatedly returned to growth when new technologies, larger screens, 5G, and now artificial intelligence features, sparked fresh upgrade waves. Modest, durable growth from an enormous base is the signature of the modern iPhone shipment story.

Global Share

Few Units, Most of the Profit

Apple share of the global smartphone market by units tells a counterintuitive story. Despite the iPhone fame and profitability, Apple has never shipped the most phones in any single year by a wide margin; its share of global volume has typically sat between fifteen and twenty percent, well behind the combined output of the many Android makers. Apple plays in the premium tier, not the volume game. The phones it does ship command prices far above the industry average. That focus is the engine behind Apple outsized share of industry profit. It earns most of the money while shipping a minority of the phones.

Yet that modest volume share has climbed steadily, and in the 2020s Apple pushed past twenty percent of global shipments in some quarters, even reaching the top of the annual rankings. The contrast between Apple unit share and its share of industry revenue and profit is stark, a gap explored in our smartphone market share by vendor analysis, where Apple commands far more value than its unit count alone would suggest.

Apple Share of Global Smartphone Shipments (%)Apple estimated share of worldwide smartphone unit shipments, by year.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

This is the defining feature of Apple smartphone strategy: capture a minority of units but a majority of profits. By focusing on the high end, Apple earns a disproportionate share of the money in the smartphone industry while shipping far fewer phones than the Android ecosystem as a whole. Its rising unit share in recent years simply adds volume leadership to a profit leadership it has held for over a decade. Volume was always the one crown Apple lacked, and now it wears that too. Profit leadership came first; volume leadership followed more than a decade later.

Holiday Quarter

The All-Important Fourth Quarter

The fourth calendar quarter, covering October to December, is the iPhone showcase. New models launch in September, holiday demand surges, and the result is by far the biggest shipment quarter of every year. The holiday-quarter chart shows these peaks climbing from around 16 million units in 2010 to more than 80 million in recent years, a staggering concentration of demand into a single three-month window. No other quarter in the smartphone calendar concentrates so much demand so sharply. Apple effectively compresses a year of anticipation into a single launch window.

These holiday quarters are when the success of each new iPhone is first judged and when Apple ships the bulk of its annual volume. A strong fourth quarter can define Apple entire year, and the record holiday quarters, such as the iPhone 12 surge in late 2020, rank among the largest shipment quarters for any single phone model in history. The intensity of this peak is closely tied to the launch cadence detailed in our smartphone market revenue analysis.

Apple iPhone Holiday-Quarter (Q4) Shipments by Year (Million Units)Apple iPhone shipments in the October-to-December quarter, by year.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The steady growth of the holiday peak over time, even as overall shipments plateaued, reflects Apple success in concentrating demand around its launches and in selling ever more expensive models. Each year the holiday quarter pulls in a larger share of buyers choosing premium Pro and Max versions, so even when annual unit growth is modest, the fourth-quarter shipment figure keeps reaching impressive new heights. The holiday quarter has become a barometer for the health of the entire iPhone franchise. A strong fourth quarter reassures investors more than any other single data point. It has become the quarter the whole industry watches most closely.

Cumulative

Around Three Billion iPhones

Adding up every quarter since 2010 produces an extraordinary total: Apple has shipped on the order of three billion iPhones over the period, one of the largest cumulative runs for any single product line in history. The cumulative line climbs steadily, steepening as annual volumes grew, and it underlines the sheer scale of the device that reshaped personal computing and communication worldwide. Few products have ever been manufactured and sold at such a staggering scale. The logistics of moving hundreds of millions of devices a year are formidable.

This cumulative total helps explain Apple vast and loyal installed base, which now numbers well over a billion active iPhones. That base is the foundation of Apple services, accessories and ecosystem revenue, and it gives the company a recurring advantage few rivals can match. The scale of it underpins Apple position among the most valuable companies on earth, tracked in our most valuable companies analysis.

Cumulative Apple iPhone Shipments Since 2010 (Million Units)Running total of Apple iPhone shipments, in millions of units.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

A note of caution belongs with the cumulative figure. Shipment estimates measure units sent into the channel, which can run somewhat ahead of final sales, so the cumulative total is best read as an approximate scale rather than an exact count of phones in use. Even so, the order of magnitude, billions of iPhones shipped in fifteen years, captures the device unmatched reach. Even read conservatively, the figure places the iPhone among the most shipped products ever made. Billions of units in fifteen years is a scale almost no product can claim. The iPhone sits in a category of its own when measured by lifetime volume.

Seasonality

The Holiday Spike

Averaging shipments by calendar quarter lays the seasonality bare. The fourth quarter towers over the rest, reflecting the September launch and holiday demand, while the third quarter is lifted by the arrival of new models late in the period. The first quarter holds up on holiday momentum carrying into the new year, and the second quarter is consistently the quietest, as buyers wait for the next generation. The rhythm is so reliable that the industry plans its entire year around it. Suppliers, carriers and retailers all gear up for the autumn surge. The entire supply chain bends around Apple September cadence.

This pronounced seasonal shape is a direct consequence of Apple annual launch cadence, and it is far sharper than for many rivals who refresh their lineups throughout the year. The concentration of demand into the autumn and winter shapes Apple manufacturing, logistics and marketing, and it stands out even against the broader device makers compared in our Apple workforce analysis, whose seasonal hiring follows a similar rhythm.

Average Apple iPhone Shipments by Calendar Quarter (Million Units)Average Apple iPhone shipments in each calendar quarter across the period.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The seasonality means any single quarter must be read in context. A quiet second quarter is not a sign of weakness, and a towering fourth quarter is the norm rather than a surprise. Year-over-year comparisons matter far more than sequential ones, and understanding the iPhone seasonal pattern is essential to interpreting Apple shipment data without being misled by the natural swings within each year. The seasonality is a feature of the calendar, not a signal about underlying demand. Reading a quiet quarter as decline is the most common mistake in Apple analysis.

Multi-Year Periods

Each Era at a Glance

Grouping shipments into multi-year blocks shows how each era compared. The first block, covering the early 2010s, captured the explosive ramp from launch to mass-market dominance. The blocks that followed were larger in absolute terms but grew more slowly, reflecting a maturing market in which Apple shipped huge and steady volumes rather than the rapid year-on-year leaps of its youth. Maturity traded breakneck growth for dependable, enormous volume. Apple chose to defend its base rather than dilute its brand chasing units.

Each block marks a different chapter. The first was about global expansion; the second about defending a leadership position through a plateau; and the most recent about returning to record volumes while becoming the largest vendor outright. The steady scale of iPhone shipments across every block has funded Apple expansion into new categories and the enormous profits charted in our Apple net income analysis.

Apple iPhone Shipments by Multi-Year Period (Million Units)Total Apple iPhone shipments by multi-year block, in millions.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The block view confirms that the iPhone has not faded in volume even as the smartphone market overall has shrunk from its peak. Apple has held its enormous shipment base remarkably steady, and in the most recent block it pushed to new highs, a durability that few consumer products of any kind have ever

achieved over such a long span and at such a vast scale. The iPhone has aged into a steady giant rather than a fading star. Its largest shipment quarters have come long after most products would have peaked.

Indexed Growth

The Shipment Ascent

Indexing shipments to 2010 equals 100 turns the iPhone growth into a single soaring then steadying line. By the mid-2010s the index had multiplied roughly fivefold, reflecting the rapid early expansion, before flattening into a plateau and then edging to new highs in the 2020s. The shape captures both the explosive youth and the mature stability of the iPhone shipment trajectory in one view. The curve rises steeply, then levels into a high and durable plateau. The plateau is not decline but the natural ceiling of a saturated premium market.

The indexed line highlights how front-loaded the iPhone growth was. Most of the multiple was achieved in the first five years, after which shipments grew slowly in percentage terms even as they remained enormous in absolute numbers. This is the classic pattern of a product that conquered its market early and then defended its position, a contrast with newer and more volatile categories such as the one in our VR headset market analysis.

Apple iPhone Shipments, Indexed (2010 = 100)Apple iPhone shipments indexed to 2010 = 100. Higher means faster cumulative growth.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The indexed view is, in effect, the shipment biography of the smartphone era told through Apple lens. It shows the moment a single device went from niche to ubiquitous, and then how it held that ubiquity for a decade and more. The flattening of the line is not stagnation but saturation: there are only so many premium buyers, and Apple already reaches most of them. Saturation, not weakness, is what flattens the line in its later years. There are only so many premium buyers, and Apple already reaches most of them.

Top Quarters

The Biggest Shipment Quarters

Ranking individual quarters by shipment volume confirms how concentrated the biggest quarters are in the recent holiday seasons. The top of the list is dominated by fourth quarters from the 2020s, each shipping well over 80 million iPhones in a single three-month span, with the iPhone 12 surge in late 2020 among the very largest. Earlier quarters, even strong ones, fall short of these recent peaks. The iPhone, by volume, has saved its biggest quarters for its later years.

This ranking shows that, by raw volume, the iPhone is shipping at or near its highest level ever right now, not in some distant golden age. The combination of a vast installed base upgrading on cycle, premium model demand, and Apple recent share gains has pushed recent holiday quarters to record heights, a trajectory that mirrors the device enduring revenue strength in our iPhone revenue analysis.

Top Apple iPhone Shipment Quarters (Million Units)Highest single-quarter Apple iPhone shipment figures, in millions.

Data:

Derived from Apple iPhone shipment figures, compiled by BusinessStats.

Note:

Shares, cumulative totals, averages and indexed values are calculated from the shipment series, in millions of units.Switch views with the toolbar.

The clustering of record quarters in the present is the clearest answer to anyone who assumes the iPhone is past its prime. Its biggest shipment quarters are its most recent ones, achieved fifteen years and more after the device launched. Far from a fading product, the iPhone is, by the measure of quarterly shipments, operating at the peak of its powers and leading the market it created. By the measure of shipments, the iPhone has never been bigger than it is today.

247M2025 RecordiPhone 17 surge. ~3BCumulativeShipped since 2010. #1Global Vendor2023, 2024, 2025. ~74MAvg Holiday QThe peak quarter.

Across fifteen years, Apple iPhone shipments have grown from under 50 million units a year into a record near 250 million, and the company has climbed from challenger to the single largest smartphone vendor in the world. The quarterly data, with its towering holiday peaks and steady plateau, captures a product that conquered its market early and has defended that position with remarkable durability, even as it stopped reporting the very unit numbers that once defined how it was judged. It is, by almost any measure, the

defining device of its age.

The question now is how long the iPhone can keep shipping at these record volumes. The smartphone market has matured, upgrade cycles have lengthened, and growth increasingly depends on premium pricing and new features rather than reaching new users. Yet with a vast loyal base, rising share, and fresh demand from artificial intelligence and new models, the iPhone shows little sign of surrendering its lead. Its shipment story remains one of the defining achievements of the smartphone age. Whatever comes next, the iPhone has already rewritten what a single device can sell.

FAQ

Frequently Asked Questions: Apple iPhone Shipments

In 2025 Apple shipped a record of roughly 247 million iPhones, according to IDC. Annual shipments have ranged between about 190 and 247 million units in recent years, making Apple either the largest or second-largest smartphone vendor in the world depending on the year.

As of 2023, 2024 and 2025, yes, by full-year unit shipments. In 2023 Apple overtook Samsung to become the largest smartphone vendor in the world for a full calendar year for the first time, and it held that position in 2024 and 2025. For most of the prior decade Samsung shipped more units.

Apple stopped disclosing iPhone unit sales after the fourth quarter of calendar 2018, shifting investor focus to revenue instead. From that point onward, iPhone shipment figures come from third-party trackers such as IDC, which estimate volumes from supply-chain and channel data rather than from Apple direct disclosures.

Apple ships the most iPhones in the fourth calendar quarter, covering October to December. New models launch in September, and holiday demand peaks shortly after, so this quarter is by far the largest each year, often exceeding 80 million units, more than double a typical quieter quarter.

2025 was Apple best year on record, with roughly 247 million iPhones shipped, driven by strong demand for the iPhone 17 series. This surpassed the previous record of about 236 million units set in 2021, which had been powered by the 5G upgrade cycle around the iPhone 12 and 13.

Apple holds roughly 15 to 20 percent of global smartphone shipments by unit volume, a figure that has climbed in recent years. While this is a minority of total units, Apple captures a far larger share of the industry revenue and profit by concentrating on premium, higher-priced models.

Since 2010, Apple has shipped on the order of three billion iPhones, one of the largest cumulative totals for any single product line. Shipment estimates measure units sent into the channel, so the figure is best read as an approximate scale rather than an exact count of devices currently in use.

For 2010 through 2018, the figures are Apple reported iPhone unit sales and are exact. From late 2018 onward, Apple no longer discloses unit volumes, so the figures are IDC and third-party shipment estimates. The two sources align closely, and annual totals are well established, but recent quarterly splits are estimates.

iPhone unit shipments have plateaued because the smartphone market is mature and most premium buyers already own an iPhone. Revenue keeps rising because Apple sells more expensive models, with higher average prices offsetting flat volumes. The result is record revenue even in years when unit shipments barely grow.

According to IDC, the iPhone 17 series drove Apple to a record of roughly 247 million shipments in 2025, with especially strong demand in China. This helped Apple finish as the largest smartphone vendor in the world for the year, and IDC noted it was a record period for Apple in both units and value.

Sources

Apple Inc. - Investor Relations - Source for Apple reported iPhone unit sales through 2018.

IDC Worldwide Quarterly Mobile Phone Tracker and other industry trackers - Used for shipment estimates from late 2018 onward and global market share.

iPhone shipments are in millions of units. Figures for 2010 to 2018 are Apple reported iPhone unit sales and are exact; from late 2018 onward Apple no longer discloses volumes, so the figures are IDC and third-party shipment estimates. Annual totals are well established; recent quarterly splits are estimates. Shipments measure units sent into the channel and may run ahead of final sales. Not investment advice.

STATISTICS REPORT

Mobile Apple iOS market share worldwide 2018-2026, by version

Updated Jun 16, 2026 · businesstats.com/mobile-apple-ios-version-share-worldwide

~68% IOS 26 SHARE	~19% IOS 18 SHARE	>85% TWO NEWEST
~6mo TO TWO THIRDS	~12mo VERSION REIGN	~3 VERSIONS OVER 1%

Overview

Mobile Apple iOS operating system market share worldwide from January 2018 to June 2026, by version

Few companies move their users onto new software as quickly as Apple. Every September a new version of iOS arrives, and within months it becomes the version most iPhones run, while the previous one fades and older releases dwindle to a thin tail. This report tracks Apple iOS market share worldwide by version, month by month, from January 2018 to June 2026, capturing one of the most striking features of the Apple ecosystem: how fast and how uniformly hundreds of millions of devices adopt each new release. No other software platform of comparable size turns over its base so quickly or so completely. The speed is a structural feature of how Apple designs and ships its software.

As of mid-2026, iOS 26, the redesigned version Apple introduced in September 2025 under its new year-based naming, runs on roughly two thirds of active iPhones, with the prior iOS 18 holding most of the rest. That concentration is no accident; it is the product of Apple tight control over its hardware and software. The devices shipping those updates are tracked in our Apple smartphone shipments analysis, and the speed of adoption reflects how new most of that installed base is.

Apple iOS Version Market Share Worldwide, 2018-2026 (%)Share of iOS devices running each major version, by month.

Data:

Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent.Switch views with the toolbar.

This rapid, uniform adoption stands in sharp contrast to the Android world, where dozens of manufacturers and carriers slow the spread of each new release and fragmentation runs deep. On iOS, by contrast, the two newest versions together almost always account for the vast majority of devices. For developers, this means they can target the latest features quickly; for users, it means a more secure and consistent experience across the platform.

A note on the data matters here. The figures are based on StatCounter web-traffic measurements, the standard public source for operating-system version share. The current distribution reflects actual readings, while the monthly history is modelled on Apple well documented adoption pattern and published snapshots. The result is a faithful picture of how iOS versions rise and fall, even where exact month-by-month values are estimates. The money behind these devices appears in our Apple iPhone revenue analysis.

Version Data Table

Apple iOS Major Versions: Launch, Peak, Reign and Current Share

Apple iOS Major Versions: Launch Year, Peak Share, Months as Most-Used and June 2026 ShareClick any column to sort

VERSION	LAUNCHED	PEAK SHARE	MONTHS AS #1	JUNE 2026
iOS 11	2017	89.4%	12	0.8%
iOS 12	2018	80.3%	12	0.4%
iOS 13	2019	79.2%	12	0.1%
iOS 14	2020	79.5%	12	0.3%
iOS 15	2021	79.4%	12	2.0%

iOS 16	2022	79.4%	12	3.4%
iOS 17	2023	79.0%	12	3.4%
iOS 18	2024	82.3%	15	19.4%
iOS 26	2025	63.0%	3	67.8%

The table summarises each major iOS version from iOS 11 to iOS 26, showing the year it launched, the peak share it reached, how many months it spent as the single most-used version, and its share as of June 2026. The pattern is remarkably consistent: most versions peak around 80 percent and reign for about a year before the next release takes over. The exception is iOS 26, whose slower start tells its own story. Sorting the columns reveals just how uniform Apple update cycle has been. The lone outlier in the table is the one that reveals the most about user behaviour. A single slow year stands out precisely because every other year was so uniform. The table rewards a second look precisely because the pattern is so steady.

Current Distribution

Two Versions, Most of the Base

As of June 2026, the iOS landscape is dominated by two versions. iOS 26, launched the previous September, runs on roughly two thirds of active iPhones, while iOS 18, the prior year release, holds close to a fifth. Everything older, iOS 17 and back, together makes up only a small remainder, scattered across devices that cannot or have not updated. This is the characteristic shape of the iOS installed base at almost any moment: one dominant version, one substantial runner-up, and a thin tail. No other major operating system maintains so concentrated a version profile. The shape barely changes from month to month, only the version names do.

That a year-old version still holds nearly a fifth of devices reflects iOS 26 unusually slow start, not a failure of adoption. In a typical year the newest version would already command three quarters or more of the base by this point. The redesign at the heart of iOS 26 gave some users pause, a dynamic that affects how Apple monetises its ecosystem, explored in our iPhone share of Apple revenue analysis, where software engagement underpins services growth.

Apple iOS Version Distribution, June 2026 (%)Share of iOS devices on each version as of June 2026 (actual StatCounter reading).

Data:

Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent.Switch views with the toolbar.

Even so, the concentration is extraordinary by the standards of any other platform. The newest two versions of iOS together account for the overwhelming majority of devices, leaving older releases with negligible share within a year or two of being superseded. For a platform spanning more than a billion active devices worldwide, this degree of uniformity in software versions is something no rival ecosystem comes close to matching.

Two Newest Versions

The Low-Fragmentation Signature

One of the clearest ways to see iOS low fragmentation is to track the combined share of the two newest versions over time. That figure almost never falls below about 85 percent and frequently sits above 90, meaning the overwhelming majority of iPhones run either the current release or the one immediately before it. The line stays remarkably high and stable across the entire period, year after year. The line barely wavers, even as the underlying versions cycle through completely. Newcomers replace incumbents without the combined total ever dipping much.

This is the metric that most distinguishes iOS from Android. On Android, the two newest versions might together account for only a minority of devices, with the rest spread across a long tail of older releases held back by manufacturers and carriers. The contrast is stark in our smartphone market share by vendor analysis, where the sheer number of Android makers explains why their update picture is so much more fragmented than Apple.

Combined Share of the Two Newest iOS Versions (%)Share of devices on the current and immediately previous iOS version, by month.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

The practical consequences are large. Because almost every active iPhone runs a recent version, Apple can roll out new features, security fixes and privacy changes to nearly its entire base within months. Developers can adopt the latest tools without stranding users, and the platform stays coherent. This software uniformity is one of the quiet advantages that makes the iPhone ecosystem so durable and so profitable.

Adoption Speed

How Fast Each Version Spread

Comparing how quickly each version reached a given share after launch reveals Apple consistent adoption engine, and the one recent exception to it. For years, each new iOS release climbed to roughly two thirds of devices within about six months of its September debut, a pace few software platforms can match. The bars for iOS 12 through iOS 18 are strikingly similar, a sign of how reliable the cycle had become. For years, Apple adoption looked less like a rollout and more like a switch being flipped. Users simply moved, in their hundreds of millions, almost on schedule. That predictability let Apple plan features years ahead with real confidence.

Then came iOS 26. Six months after its launch it had reached only about forty percent of devices, far below the pace of its predecessors. The redesigned interface, and some user reluctance to change, slowed the rollout in a way Apple had not seen in years. This unusual hesitancy is worth watching, as it touches the broader smartphone upgrade cycle tracked in our global smartphone shipments analysis, where slower software adoption can hint at slower hardware refresh.

iOS Version Share Six Months After Launch (%)Each version share of devices six months after its September launch.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

Even iOS 26 slower pace, however, would count as fast adoption on any other platform. Reaching forty percent of an entire global installed base within six months is something Android versions rarely approach. The episode is a reminder that Apple adoption advantage is so large that even a disappointing year still outpaces the competition, while underlining how much a major redesign can affect user behaviour. Even a stumble, by Apple standards, would be a triumph for almost anyone else. The bar for disappointment at Apple is set higher than most rivals ever reach. Context matters: even Apple weakest adoption year embarrasses the competition. That gap has persisted for the better part of a decade.

Peak Share

The Ceiling of iOS Adoption

The peak share each version reaches tells a consistent story. Most major iOS releases climb to around eighty percent of devices at their height, typically in the summer before the next version launches, when the current release has had nearly a full year to spread. The peaks are remarkably uniform, clustering in a narrow band that reflects Apple steady, predictable update cadence. The narrow band of peaks is itself a kind of corporate signature. The ceiling has held steady through nearly a decade of releases.

The versions that fall short of that band are instructive. iOS 26 had not yet peaked by mid-2026, still climbing toward its eventual high, while the very oldest version in the window was already past its prime when the period began. These peaks sit atop a vast and valuable installed base, the same base that drives the revenue detailed in our Apple total revenue analysis, where engaged, up-to-date users spend more.

Peak Share Reached by Each iOS Version (%)The highest share of devices each major iOS version reached.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

What the peaks reveal is the ceiling of iOS adoption: not quite one hundred percent, because a small share of devices always lag on older versions, whether for compatibility, habit or hardware limits. But a peak near eighty percent for a single software version, across more than a billion devices, is a concentration of users that no other operating system achieves, and it underpins the coherence of the whole platform.

The iOS 18 to 26 Handover

The Slowest Changeover in Years

The most recent transition, from iOS 18 to iOS 26, is worth examining closely because it broke the usual pattern. In a typical year the new version overtakes its predecessor within a couple of months of launch. This time, iOS 18 clung to the lead well into the winter, and iOS 26 took far longer than usual to pull ahead, reflecting genuine user hesitation about the redesign. The usual quick handover became, for once, a drawn-out contest.

Tracking the two lines as they cross shows the slowest changeover in recent iOS history. iOS 26 rise was gradual through late 2025 before accelerating in 2026, while iOS 18 decline was correspondingly drawn out. The pattern echoes the way product cycles shape Apple results across categories, visible in our Apple revenue by segment analysis, where a single product or release can move the numbers for quarters.

iOS 18 vs iOS 26 Share Over Time (%)Share of devices on iOS 18 and iOS 26 through the transition, by month.

Data:

Apple iOS version market share, based on StatCounter GlobalStats web-traffic data, compiled by BusinessStats.

Note:

The current distribution reflects actual StatCounter readings; the monthly history is modelled on Apple documented adoption pattern and published StatCounter snapshots. Shares are of iOS devices, in percent.Switch views with the toolbar.

By mid-2026 iOS 26 had firmly taken the lead, but the transition left a larger-than-usual share of devices on the older version. Whether this reflects a one-off reaction to a bold redesign or a new, more cautious upgrade behaviour among iPhone users will only become clear with the next release. Either way, the iOS 18 to iOS 26 handover stands out as an unusual chapter in an otherwise metronomic update history. It is the rare moment when Apple rhythm visibly faltered. Whether it was a one-off or a turning point remains an

open question.

Fragmentation

Few Versions in Real Use

Fragmentation, the number of versions in meaningful use at once, is the measure on which iOS most clearly outshines its rivals. At any given month, only a handful of iOS versions hold more than a sliver of the market, typically just two or three with any real presence. The count stays low and stable across the entire period, a visual signature of a tightly managed platform. Where rivals show a long tail of versions, iOS shows a short, sharp spike. That spike is the visual proof of a platform under firm central control. The contrast with Android sprawling version map could hardly be sharper.

This low fragmentation is a direct result of Apple control over both hardware and software, and of its long support windows that keep even older iPhones eligible for new releases. The contrast with the wider device market is sharp; the revenue that flows from this coherent ecosystem is mapped in our worldwide smartphone market revenue analysis, where Apple captures a disproportionate share of industry value.

Number of iOS Versions Above One Percent ShareCount of iOS versions holding more than one percent of devices, by month.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

For everyone who builds on iOS, low fragmentation is a gift. It means fewer versions to test against, faster feature rollout, and a more secure base overall, since security patches reach nearly everyone quickly. It is one of the least visible but most important reasons the iPhone has remained such an attractive platform for developers and such a safe one for users over so many years. Low fragmentation quietly protects hundreds of millions of devices at once. Security updates reach almost everyone, almost immediately, by default. That blanket coverage is among the platform most underrated strengths.

Time at the Top

The Annual Rhythm

How long each version spends as the single most-used release is another window into Apple cadence. For most of the period, each version reigned for almost exactly twelve months, from its autumn launch until the next September, when its successor took over. This near perfect annual rhythm is one of the most regular patterns in all of consumer technology. You could almost set a calendar by the annual changing of the guard. That dependability is rare enough in technology to be worth pausing on. Few companies anywhere run a release cycle this disciplined. The result is a platform that feels coherent to everyone who touches it. That coherence is one of Apple quiet competitive moats.

The exceptions prove the rule. iOS 18 reigned noticeably longer than a year, because its successor iOS 26 was so slow to overtake it, while iOS 26 itself had held the top spot only briefly by mid-2026. The discipline behind this cadence reflects the scale of Apple operation, including the workforce that builds and ships each release, detailed in our Apple employee count analysis.

Months Each iOS Version Spent as the Most-UsedNumber of months each version held the largest share of devices.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

The regularity of these reigns is what makes the iOS version landscape so predictable. Unlike platforms where a popular version can linger for years, iOS turns over on a dependable annual schedule, with each release ceding the lead to the next almost on cue. That predictability is valuable to everyone in the ecosystem, from Apple itself to the millions of developers who plan their work around it. Predictability, in this case, is itself a feature of the platform.

Yearly Snapshots

The Version Mix Each June

Taking a snapshot of the version mix each June, across the years, distils the whole story into a series of stacked columns. In every year, one version dominates while the previous one holds a meaningful slice and

older releases shrink to a thin band at the edge. The columns look strikingly similar from year to year, a testament to how consistent the adoption cycle has been. Each column is a near-replica of the last, save for the version names. Read top to bottom, the snapshots are the smartphone era in miniature. Each band marks another generation of devices and another wave of upgrades. The story repeats, year after year, with almost mechanical regularity.

Reading the snapshots in sequence shows the relentless march of versions: iOS 11 gives way to 12, then 13, 14, 15, 16, 17, 18 and finally 26, each occupying the dominant band in turn. The only visible break in the rhythm is the most recent year, where iOS 26 slower rise left iOS 18 with an unusually large share. This concentration of value sits among the assets explored in our most valuable companies analysis.

Apple iOS Version Mix Each June, 2018-2026 (%)Share of devices on each major version, sampled in June of each year.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

The yearly snapshots also make clear how quickly old versions vanish. A release that dominates one June is typically a minor footnote two Junes later, pushed aside by two newer generations. This swift turnover keeps the iOS base modern and secure, and it is one of the reasons the platform avoids the long, insecure tails of outdated software that plague more fragmented ecosystems. Old iOS versions do not linger; they are swept aside within a year or two.

Adoption Curves

Months Since Launch, Compared

Plotting each version share against the number of months since its launch overlays the adoption curves directly, making their shapes easy to compare. For iOS 16, 17 and 18, the curves are almost identical: a steep climb over the first half-year to around two thirds of devices, then a gentler rise toward a peak before the next launch. The consistency is the clearest sign of Apple finely tuned update machine. When the curves overlap this neatly, the precision is unmistakable.

Against those near-identical curves, iOS 26 stands apart. Its line climbs more slowly and stays below its predecessors for months, the clearest single illustration of its sluggish start. The gap between iOS 26 curve and the others is a measure of how much the redesign affected behaviour, in a way that ripples through the broader digital economy charted in our internet and platform companies revenue analysis.

iOS Adoption Curves: Share by Months Since Launch (%)Each version share plotted against months since its launch.

Data:

Derived from Apple iOS version share, based on StatCounter GlobalStats, compiled by BusinessStats.

Note:

Adoption speeds, peaks, fragmentation and reign lengths are calculated from the version-share series, in percent of iOS devices.Switch views with the toolbar.

Adoption curves like these are more than a curiosity; they shape how Apple plans features, how developers schedule support, and how security teams gauge exposure. The fact that iOS curves are usually so predictable is itself a strategic asset, and the rare deviation of iOS 26 is a useful warning that even the most reliable patterns can shift when a company asks its users to embrace a dramatic change. The curve for iOS 26 is, in effect, a record of that hesitation.

~68%iOS 26June 2026 share. >85%Two NewestAlmost always. ~6 moTo Two ThirdsTypical adoption. ~12 moVersion ReignThe annual cycle.

Across more than eight years, Apple iOS has shown a pattern of adoption that no rival platform can match: each new version sweeping across hundreds of millions of devices within months, the two newest releases almost always covering the vast majority of the base, and old versions fading on a dependable annual schedule. The version-share data is, in effect, a portrait of the most tightly managed software ecosystem in the world, one that turns over its entire installed base with remarkable speed and uniformity. No competitor has built anything quite like it.

The story is not entirely static, however. The unusually slow adoption of iOS 26, slowed by a bold redesign, is a reminder that even Apple cannot take user behaviour for granted, and that a single controversial change can disrupt a rhythm built over years. Whether the next release restores the old cadence or confirms a more cautious mood among iPhone owners, the iOS version landscape will remain one of the most revealing windows into how Apple manages, and depends upon, its vast and loyal user base. How that base responds to the next release will be telling.

FAQ

Frequently Asked Questions: Apple iOS Versions

As of June 2026, iOS 26 is the most popular version, running on roughly two thirds of active iPhones, according to StatCounter web-traffic data. The previous version, iOS 18, holds close to a fifth of devices, while everything older together makes up only a small remainder.

Apple iOS adoption is famously fast. For most recent versions, the new release reached roughly two thirds of active devices within about six months of its September launch, and peaked near 80 percent before the next version arrived. This is far quicker than adoption on most other platforms.

iOS 26, launched in September 2025, introduced a major visual redesign that gave some users pause, slowing its rollout. Six months after launch it had reached only about 40 percent of devices, well below the pace of earlier versions, though that still counts as fast adoption by the standards of any rival platform.

On iOS, the two newest versions almost always account for more than 85 percent of active devices, because Apple controls both hardware and software and supports older iPhones for years. Android, with dozens of manufacturers and carriers, spreads its users across many more versions, leading to far deeper fragmentation.

In 2025 Apple switched to year-based naming, so the version after iOS 18 became iOS 26, aligned with the 2026 model year rather than continuing the old number sequence. It is the same kind of annual release as before, simply renamed to match the calendar year ahead.

The figures are based on StatCounter GlobalStats, which measures operating-system version share from web traffic across billions of page views. The current distribution reflects actual StatCounter readings, while the month-by-month history shown here is modelled on Apple documented adoption pattern and published StatCounter snapshots.

Most iOS versions remain the single most-used release for about twelve months, from their September launch until the next version overtakes them the following autumn. This near-annual rhythm is one of the most regular patterns in consumer technology, though iOS 18 reigned longer because iOS 26 was slow to overtake it.

Combined, the two newest iOS versions almost always hold more than 85 percent of active devices, and often more than 90 percent. This means the overwhelming majority of iPhones run either the current release or the one immediately before it, leaving older versions with very little share.

Rapid, uniform adoption lets Apple deliver new features, security fixes and privacy changes to nearly its entire user base within months. It also lets developers target the latest tools without stranding users, and keeps the platform secure and coherent, which is one reason the iPhone ecosystem is so durable and profitable.

The current distribution is taken from actual StatCounter readings and is accurate. The monthly history is modelled on Apple well-documented adoption pattern and published StatCounter snapshots, so individual months are estimates rather than exact readings. The overall shape, with rapid adoption and low fragmentation, faithfully reflects the real iOS landscape.

Sources

StatCounter GlobalStats - iOS Version Market Share - Source for current iOS version distribution.

Apple Inc. developer support pages - Reference for documented iOS adoption patterns and release timing.

Figures are based on StatCounter GlobalStats, which measures iOS version share from web traffic across billions of page views and counts both iPhone and iPad. The current distribution reflects actual StatCounter readings; the month-by-month history is modelled on Apple documented adoption pattern and published StatCounter snapshots, so individual months are estimates rather than exact readings. Not investment advice.

STATISTICS REPORT

Apple net sales quarterly FY 2012-2026, by operating segment

Updated Jun 15, 2026 · businesstats.com/quarterly-segments-revenue-of-apple

$178B AMERICAS FY25	**$111B** EUROPE FY25	**$64B** GTR CHINA FY25
~43% AMERICAS SHARE	**~70%** AMERICAS+EUROPE	**+28%** CHINA Q2 FY26

Overview

Revenue of Apple from fiscal 1st quarter 2012 to 2nd quarter 2026, by operating segment

Apple is usually discussed through its products, but the company also reports its revenue another way: by geography. Its five operating segments, Americas, Europe, Greater China, Japan and the Rest of Asia Pacific, reveal where in the world Apple actually earns its money. The picture is striking. In fiscal 2025 the Americas alone generated about 178 billion U.S. dollars, more than the next two regions combined, while Greater China, once Apple's fastest-growing market, has cooled. This report tracks Apple's net sales by operating segment, quarter by quarter, on a consistent basis. The result is a portrait of a truly global business that nonetheless leans heavily on a handful of wealthy markets.

Apple defines its segments by customer location. The Americas covers North and South America; Europe includes European countries along with India, the Middle East and Africa; Greater China spans mainland China, Hong Kong and Taiwan; Japan stands alone; and the Rest of Asia Pacific gathers Australia, New Zealand and other Asian markets. The figures here come from Apple's own filings and complement the total company view in our Apple quarterly revenue analysis, which tracks the same revenue without the regional split.

Apple Net Sales by Operating Segment, FY2014-2026 ($B)Net sales by region, billion U.S. dollars, by fiscal quarter.

Data:

Apple Inc. SEC filings (10-K, 10-Q, 8-K), compiled by BusinessStats.

Note:

Five geographic operating segments; net sales in U.S. dollars. Annual segment totals are reported figures; quarterly splits are distributed using Apple's reported company-wide seasonality.Switch views with the toolbar.

A note on the data is important. Apple has reported these five geographic segments on a consistent basis since fiscal 2014, after it separated Greater China in fiscal 2013 and folded its former standalone Retail segment into the regions in fiscal 2015. The annual segment totals shown here are Apple's reported figures; the quarter-by-quarter values are distributed using Apple's reported company-wide seasonality, so each region's annual total and the company's quarterly totals match the filings exactly, while the split within each year is an estimate. That approach keeps every reported aggregate intact while still letting the quarterly rhythm of each region come through clearly.

What the regional view adds is a sense of where Apple's growth and risk really lie. The Americas and Europe form a vast, steady foundation; Greater China is the swing factor, capable of powering growth or dragging it down; and the smaller Asia-Pacific markets are the fastest-growing frontier. Together they show a company that is global in reach but still anchored in its home region, a balance that shapes every quarterly result and that sits within the wider landscape mapped in our big tech revenue comparison analysis.

Annual Data Table

Apple Net Sales by Segment, Fiscal 2014-2025

Apple Net Sales by Operating Segment, Fiscal 2014-2025 ($B)Click any column to sort

FISCAL YEAR	AMERICAS	EUROPE	GTR CHINA	JAPAN	REST OF APAC	TOTAL
FY2014	$80.1	$44.3	$31.9	$15.3	$11.2	$182.8
FY2015	$93.9	$50.3	$58.7	$15.7	$15.1	$233.7
FY2016	$86.6	$50.0	$48.5	$16.9	$13.7	$215.6
FY2017	$96.6	$54.9	$44.8	$17.7	$15.2	$229.2

FY2018	$112.1	$62.4	$51.9	$21.7	$17.4	$265.6
FY2019	$116.9	$60.3	$43.7	$21.5	$17.8	$260.2
FY2020	$124.6	$68.6	$40.3	$21.4	$19.6	$274.5
FY2021	$153.3	$89.3	$68.4	$28.5	$26.4	$365.8
FY2022	$169.7	$95.1	$74.2	$26.0	$29.4	$394.3
FY2023	$162.6	$94.3	$72.6	$24.3	$29.6	$383.3
FY2024	$167.0	$101.3	$67.0	$25.1	$30.7	$391.0
FY2025	$178.3	$111.0	$64.4	$28.7	$33.7	$416.2

The table shows Apple's annual net sales for each operating segment from fiscal 2014 to fiscal 2025, the period of consistent five-region reporting. The Americas roughly doubled over the span, Europe more than doubled, and the Rest of Asia Pacific grew fastest in percentage terms. Greater China tells a different story: it surged to a peak of about 74 billion dollars in fiscal 2022 before declining for three consecutive years. Sorting any column reveals how differently Apple's regions have performed over the decade. The totals column also tracks Apple's steady climb from roughly 183 billion dollars in fiscal 2014 to 416 billion in fiscal 2025.

The Annual View

A Decade of Regional Growth

Viewed annually, the segment data shows Apple's revenue rising across almost every region, but at very different speeds. The Americas climbed steadily from around 80 billion dollars in fiscal 2014 to roughly 178 billion in fiscal 2025, remaining comfortably Apple's largest market throughout. Europe grew from about 44 billion to 111 billion, overtaking Greater China to cement its place as the clear number two. The smaller regions grew too, leaving Greater China as the only segment to end the period below an earlier peak.

The stacked annual view makes the hierarchy unmistakable. The Americas and Europe together now account for roughly seventy percent of Apple's revenue, a share that has grown as Greater China has slipped. This concentration in Western markets is a defining feature of Apple's business and a contrast with the more China-dependent supply chains of the broader smartphone industry, a dynamic explored in our worldwide smartphone market revenue analysis. Apple sells globally but earns disproportionately in its wealthiest regions.

Annual Net Sales by Operating Segment, Fiscal 2014-2025 ($B)Net sales by region, billion U.S. dollars, by fiscal year.

Data:

Apple Inc. SEC filings (10-K, 10-Q, 8-K), compiled by BusinessStats.

Note:

Five geographic operating segments; net sales in U.S. dollars. Annual segment totals are reported figures; quarterly splits are distributed using Apple's reported company-wide seasonality.Switch views with the toolbar.

The annual trajectory also highlights how recent Apple's surge has been. Much of the regional growth came after fiscal 2020, as pandemic demand, new product cycles and services expansion lifted every region at once. Greater China was the exception, peaking in fiscal 2022 and then declining, but the Americas, Europe and the Rest of Asia Pacific all reached record highs in fiscal 2025, underlining how broad-based Apple's recent growth has been outside of China. It is a reminder that Apple is no longer a one-market growth story but a company drawing strength from several regions at once.

Revenue Share

The Americas Dominates

Breaking down the most recent fiscal year by region shows just how lopsided Apple's geography is. The Americas accounts for around 43 percent of revenue, by far the largest slice. Europe contributes roughly 27 percent, Greater China about 15 percent, the Rest of Asia Pacific around 8 percent, and Japan close to 7 percent. The Americas and Europe together make up about seventy percent of the total, leaving the three Asia-Pacific regions to share the rest.

This concentration matters because it shapes how Apple is exposed to the world. A company earning seventy percent of its revenue in the Americas and Europe is heavily tied to the spending power and currencies of wealthy Western consumers. It also means that swings in Greater China, while important, move a smaller share of the whole than headlines often suggest. The regional mix is a useful counterpart to the vendor-level view of the phone market in our smartphone market share by vendor analysis.

Revenue Share by Operating Segment, Fiscal 2025 ($B)Net sales by region, fiscal 2025 (billion U.S. dollars).

Data:

Apple Inc. fiscal 2025 segment disclosures, compiled by BusinessStats.

Note:

Net sales by operating segment, in U.S. dollars.Switch views with the toolbar.

The share picture has shifted over time. A decade ago Greater China was rising fast and threatening to rival Europe; today it has fallen back to a clear third place while Europe has pulled away. The Americas, meanwhile, has held remarkably steady at just over forty percent of revenue throughout. This stability at the top, combined with volatility lower down, is what gives Apple's regional revenue its distinctive and durable shape. For investors, that shape is reassuring, because it means no single region can sink the company on its own.

Revenue Mix

How the Mix Has Shifted

Tracking each region's share of revenue over time reveals the slow tectonic shifts beneath Apple's growth. The Americas has held close to 42 percent for years, a remarkably stable anchor. Europe's share has crept upward, reaching a high near 27 percent in fiscal 2025. Greater China's share tells the opposite story, climbing toward 20 percent around fiscal 2015 before sliding to roughly 15 percent as growth stalled and competition intensified.

These mix shifts are subtle but consequential. A few percentage points of revenue share represent billions of dollars and signal where Apple's momentum is heading. The steady rise of Europe and the Rest of Asia Pacific, set against the decline of Greater China, points to a gradual rebalancing of Apple's geography away from China and toward a broader spread of markets, including the fast-growing economies tracked in our quarterly smartphone shipments analysis. The mix is slowly becoming less concentrated in any single Asian market.

Segment Revenue Mix Over Time (% of total)Each region as a share of total net sales, by fiscal year.

Data:

Derived from Apple Inc. segment filings, compiled by BusinessStats.

Note:

Shares, growth, averages and cumulative totals are calculated from reported segment revenue.Switch views with the toolbar.

The evolving mix also reflects deliberate strategy. As growth in Greater China became harder, Apple leaned into India, classed within its Europe segment, and into other emerging markets in the Rest of Asia Pacific, opening stores and localising products. The result is a revenue base that, while still dominated by the Americas, is gradually diversifying at the margins, reducing Apple's dependence on any one region beyond its home market and buffering it against a downturn in any single economy. Over time, even small annual shifts in this mix compound into a meaningfully more balanced and resilient revenue base.

Greater China

The Rise and Plateau of China

No segment has a more dramatic arc than Greater China. From around 32 billion dollars in fiscal 2014, the region exploded as the iPhone became a status symbol in China, peaking at roughly 74 billion dollars in fiscal 2022, when it briefly rivalled Europe. Since then it has declined for three straight years to about 64 billion in fiscal 2025, buffeted by intense local competition, a weaker Chinese economy and geopolitical tension.

The rise and plateau of Greater China is the single most important regional story in Apple's recent history. For years China was the engine of Apple's growth and the market investors watched most closely; its cooling has forced Apple to find growth elsewhere. Yet China remains Apple's third-largest market and a vital one, and even a modest rebound there, such as the sharp double-digit growth Apple reported in early fiscal 2026, can swing the company's overall results. The market is also strategically important beyond its revenue, since it anchors much of Apple's manufacturing and supply chain, giving the company reasons to stay deeply engaged even as consumer sales there have softened.

Greater China Net Sales, FY2014-2026 ($B)Greater China net sales, billion U.S. dollars, by fiscal quarter.

Data:

Apple Inc. SEC filings (10-K, 10-Q, 8-K), compiled by BusinessStats.

Note:

Five geographic operating segments; net sales in U.S. dollars. Annual segment totals are reported figures; quarterly splits are distributed using Apple's reported company-wide seasonality.Switch views with the toolbar.

The Greater China line also illustrates how exposed Apple is to a single, complex market. Local champions have taken share in premium phones, regulatory and political risks loom, and consumer sentiment can shift quickly. Apple's challenge is to stabilise China while growing fast enough elsewhere to offset any weakness. The quarter-to-quarter swings in this region, sharper than in any other, make it the part of Apple's revenue that analysts scrutinise most intensely each earnings season.

Indexed Growth

Three Regions, Three Paths

Indexing the three largest regions to fiscal 2014 lays bare their diverging paths. The Americas and Europe have both more than doubled from that base, climbing steadily year after year. Greater China raced ahead early, at one point growing far faster than either, but then stalled and gave back much of its lead, ending the period with the weakest cumulative growth of the three despite its explosive start. The indexed view turns three revenue lines into three very different growth stories.

This comparison captures the essential lesson of Apple's geography: steady beats spectacular. The Americas and Europe never grew as fast as China did at its peak, but their consistency made them the more valuable engines over time. China's boom-and-fade pattern, by contrast, delivered enormous revenue quickly but proved harder to sustain, a trajectory reminiscent of other fast-rising markets such as the one charted in our tablet industry revenue analysis. Durable growth, the chart suggests, comes from breadth rather than a single hot market.

Americas, Europe & Greater China, Indexed (FY2014 = 100)Indexed to fiscal 2014 = 100. Higher means faster growth from the 2014 base.

Data:

Derived from Apple Inc. segment filings, compiled by BusinessStats.

Note:

Shares, growth, averages and cumulative totals are calculated from reported segment revenue.Switch views with the toolbar.

The indexed lines also hint at where Apple's next decade of growth must come from. With the Americas and Europe already huge and China stalled, the fastest percentage gains now sit in the smaller Rest of Asia Pacific region and in emerging markets within Europe such as India. For Apple to keep growing at scale, these frontier markets will need to do for the next decade what China did for the last, a tall order that

defines the company's long-term regional strategy.

Latest Growth

Every Region Grew Last Quarter

Looking at the most recent quarter's year-over-year growth by region shows Apple firing on all cylinders again. In its fiscal 2026 second quarter, every geographic segment grew by double digits, with Greater China leading at around 28 percent as it rebounded from a weak prior year. The Rest of Asia Pacific and Japan also posted strong gains, while the Americas and Europe grew more modestly off their much larger bases.

Broad-based regional growth like this is exactly what Apple wants to show investors. When every region rises together, it signals that demand is healthy worldwide rather than dependent on a single market, and it reassures markets that even Greater China can return to growth. The pattern echoes the cyclical recoveries seen across the technology sector, a theme that runs through our VR headset market revenue analysis of an emerging category. A synchronised regional upswing is the strongest kind of quarter Apple can report.

Year-over-Year Growth by Segment, Q2 FY2026 (%)Fiscal 2026 second quarter, year-over-year change by region.

Data:

Derived from Apple Inc. segment filings, compiled by BusinessStats.

Note:

Shares, growth, averages and cumulative totals are calculated from reported segment revenue.Switch views with the toolbar.

The growth rates also reveal the mathematics of Apple's scale. A 28 percent jump in Greater China adds a few billion dollars, while a more modest 12 percent gain in the much larger Americas adds far more in absolute terms. Investors therefore watch both the percentages and the dollar amounts, since fast growth in a small region cannot, by itself, move Apple's needle the way steady growth in its two giant western markets can.

Average by Region

Average Quarterly Revenue by Region

Averaging each region's quarterly revenue across the period puts their relative scale in sharp focus. The Americas averages by far the most per quarter, followed by Europe, with Greater China a clear third. Japan and the Rest of Asia Pacific average the least, though both have grown steadily. The averages confirm that, quarter in and quarter out, Apple's business is overwhelmingly an Americas-and-Europe story, with the Asia-Pacific regions playing important supporting roles.

These averages smooth out the seasonal swings that dominate any single quarter. Every region follows the same broad pattern, with the December holiday quarter far larger than the rest, but the Americas and Europe carry the bulk of the volume in every quarter. The scale gap between the top two regions and the rest has persisted for years, even as Apple's wearables and services businesses, tracked in our worldwide wearable shipments analysis, have broadened its appeal across all markets.

Average Quarterly Revenue by Segment ($B)Average quarterly net sales by region across the period (billion U.S. dollars).

Data:

Derived from Apple Inc. segment filings, compiled by BusinessStats.

Note:

Shares, growth, averages and cumulative totals are calculated from reported segment revenue.Switch views with the toolbar.

The average view also underlines how much room remains in the smaller regions. Japan and the Rest of Asia Pacific, while modest today, represent large populations and rising incomes, and even bringing them closer to European levels of per-quarter revenue would add tens of billions of dollars a year. For a company seeking the next leg of growth, the gap between its dominant western regions and its smaller Asian ones is as much an opportunity as a description of the present. Closing even part of that gap would reshape Apple's geographic balance and add a substantial new layer of recurring revenue.

Segment Ranking

The Regions Ranked

Ranking the regions by fiscal 2025 revenue confirms the hierarchy that has held for years. The Americas leads at about 178 billion dollars, Europe follows at 111 billion, Greater China sits third at 64 billion, the Rest

of Asia Pacific contributes around 34 billion, and Japan rounds out the list near 29 billion. The gap between the top two and the rest is vast, a structural feature of Apple's business rather than a temporary quirk.

This ranking has shifted only once in a meaningful way over the past decade, when Europe overtook Greater China to claim second place as China's growth stalled. Otherwise the order has been remarkably stable, with the Americas always first and Japan always smallest. That stability gives Apple a predictable revenue base, even as the absolute numbers climb and the company expands into the new categories explored in our artificial intelligence worldwide statistics overview.

Net Sales by Segment, Fiscal 2025 ($B)Net sales by region, fiscal 2025 (billion U.S. dollars).

Data:

Apple Inc. fiscal 2025 segment disclosures, compiled by BusinessStats.

Note:

Net sales by operating segment, in U.S. dollars.Switch views with the toolbar.

The fiscal 2025 ranking also frames Apple's strategic priorities. Defending and growing the dominant Americas and Europe segments is job one, since they drive most of the revenue. Stabilising Greater China is the key swing factor. And nurturing the smaller, faster-growing regions is the long-term bet. Each region demands a different playbook, and the ranking is a reminder that Apple is really running several distinct regional businesses under one global brand. Reading the segments this way, rather than as a single global number, is the key to understanding where Apple is genuinely strong.

Cumulative

A Decade of Cumulative Revenue

Adding up every quarter since fiscal 2014 shows the cumulative weight of each region. The Americas has contributed well over a trillion dollars of revenue over the period, more than any other region by a wide margin. Europe follows with a substantial cumulative total, while Greater China, despite its mid-period peak, has contributed less in total than Europe thanks to its later decline. The cumulative view rewards consistency, and so it flatters the steady western regions over the volatile Chinese one.

This cumulative perspective is a useful corrective to quarter-to-quarter noise. Over a full decade, the regions that grew steadily have generated far more total revenue than the one that boomed and faded, a reminder that durability compounds. Apple's cumulative regional revenue, stretching into the trillions, also

underscores the sheer scale of the company relative to the markets it competes in, a scale explored further in our internet companies revenue analysis. Consistency, over time, is worth more than any single spike.

Cumulative Net Sales by Segment Since FY2014 ($B)Running total of net sales by region (billion U.S. dollars).

Data:

Derived from Apple Inc. segment filings, compiled by BusinessStats.

Note:

Shares, growth, averages and cumulative totals are calculated from reported segment revenue.Switch views with the toolbar.

The cumulative totals also explain why Apple guards its western markets so carefully. Decades of compounding revenue in the Americas and Europe have built an enormous, loyal installed base in those regions, which in turn drives recurring services revenue and repeat hardware sales. Protecting that base is more valuable than chasing volatile growth elsewhere, which is why Apple's strategy centres on deepening its position in the regions that have already given it the most. It is a strategy of compounding existing strength rather than chasing every new opportunity that appears.

$178BAmericas FY25Largest region. $111BEurope FY25Clear second. $64BGreater ChinaDown from $74B peak. ~70%Americas + EuropeOf total revenue.

Taken together, the segment data tells the geographic story behind Apple's headline numbers. The Americas remains the dominant engine at around 178 billion dollars in fiscal 2025, Europe has risen to a clear second at 111 billion, Greater China has peaked and declined to about 64 billion, and Japan and the Rest of Asia Pacific fill out a business that earns roughly seventy percent of its revenue in its two western regions. On a consistent basis since fiscal 2014, the regional view reveals a company that is global in reach but anchored at home. That dual nature, worldwide ambition resting on a western foundation, is the single clearest takeaway from a decade of segment data.

Yet the more important question is where Apple goes next. With its western regions mature and Greater China stalled, future growth must come increasingly from emerging markets such as India and from deepening services revenue across every region. The questions ahead are whether China can stabilise and whether the smaller regions can scale, and the market value that rests on those answers is examined in our biggest companies by market value overview. Either way, Apple's segment data is the clearest map of where the world's most valuable consumer-technology company actually makes its money, and of the

regional bets that will shape its next decade.

FAQ

Frequently Asked Questions: Apple Revenue by Segment

Apple reports five geographic operating segments: Americas, Europe, Greater China, Japan and the Rest of Asia Pacific. The Americas covers North and South America; Europe includes European countries plus India, the Middle East and Africa; Greater China spans mainland China, Hong Kong and Taiwan; Japan stands alone; and the Rest of Asia Pacific covers Australia, New Zealand and other Asian markets.

The Americas is Apple's largest operating segment by revenue, generating about 178 billion U.S. dollars in fiscal 2025, or roughly 43 percent of total net sales. Europe is second at around 111 billion dollars, followed by Greater China at about 64 billion. The Americas and Europe together account for roughly seventy percent of Apple's revenue.

Apple's Greater China segment, which includes mainland China, Hong Kong and Taiwan, generated about 64 billion U.S. dollars in fiscal 2025. Greater China peaked at roughly 74 billion dollars in fiscal 2022 and then declined for three consecutive years amid intense local competition and a weaker economy, before returning to growth in early fiscal 2026.

No. Under Apple's segment definitions, India is included in the Europe operating segment, which covers European countries as well as India, the Middle East and Africa. Greater China includes only mainland China, Hong Kong and Taiwan. This is why Apple's fast-growing India business shows up within Europe rather than in an Asia-Pacific segment.

Apple's Greater China revenue declined for three straight years after its fiscal 2022 peak because of intense competition from local smartphone makers, a weaker Chinese economy, and geopolitical tensions. The region fell from about 74 billion U.S. dollars to roughly 64 billion by fiscal 2025, though Apple reported a strong double-digit rebound there in early fiscal 2026.

Apple defines segments by customer location. The Americas is North and South America. Europe includes European countries plus India, the Middle East and Africa. Greater China is mainland China, Hong Kong and Taiwan. Japan is its own segment. The Rest of Asia Pacific covers Australia, New Zealand and Asian countries not in the other segments.

Yes. Europe has overtaken Greater China to become Apple's second-largest operating segment. Europe rose to about 111 billion U.S. dollars in fiscal 2025 while Greater China fell to roughly 64 billion. A decade

ago Greater China was Apple's fast-growing second market, but its decline and Europe's steady growth reversed their positions.

In recent years the Rest of Asia Pacific has been Apple's most consistent growth region, expanding steadily off a smaller base. In the fiscal 2026 second quarter, however, Greater China grew fastest at around 28 percent year over year as it rebounded, while every region posted double-digit growth, signalling broad-based strength.

Apple's Americas segment, led by the United States, generated about 178 billion U.S. dollars in fiscal 2025, making it by far the company's largest market at roughly 43 percent of total revenue. The Americas has grown steadily from around 80 billion dollars in fiscal 2014 and has consistently been Apple's number-one region.

The annual segment totals are taken from Apple's SEC filings and are reported figures covering the five geographic operating segments on a consistent basis since fiscal 2014. The quarter-by-quarter values are distributed using Apple's reported company-wide seasonality, so annual segment totals and company quarterly totals match the filings, while the split within each year is an estimate.

Sources

Apple Inc. - Investor Relations, Quarterly Earnings - Primary source for Apple net sales by operating segment.

Apple Inc. SEC filings, Form 10-K and 10-Q (fiscal 2014-2026) - Used for annual and quarterly net sales by geographic segment.

Apple quarterly earnings releases (Form 8-K) - Used for the latest fiscal 2026 quarters and segment growth rates.

Annual segment totals are reported figures from Apple filings, in U.S. dollars, on the consistent five-region basis used since fiscal 2014. Quarterly values are distributed using Apple reported company-wide seasonality, so annual segment totals and company quarterly totals match the filings while the split within each year is an estimate. Not investment advice.

STATISTICS REPORT

Apple's net sales quarterly FY 2012-Q2 2026, by region

Updated Jun 16, 2026 · businesstats.com/quarterly-revenue-of-apple-by-geograhical-region

$178B AMERICAS FY2025 (LEADER)	**$111B** EUROPE FY2025	**$64B** GREATER CHINA FY2025
43% AMERICAS SHARE	**15%** CHINA SHARE (WAS 25%)	**$111B** Q2 FY2026 TOTAL

Overview

Net sales of Apple from fiscal 1st quarter 2012 to 2nd quarter 2026, by geographical region or country

Apple is one of the most global companies on earth, and the way its revenue is spread across the world reveals as much about the firm as its headline totals do. Apple divides its net sales into five geographic segments: the Americas, Europe, Greater China, Japan, and the Rest of Asia Pacific. The Americas, dominated by the United States, has always been the largest, but the relative weight of the other regions has shifted dramatically over the years, most notably with the rise and partial retreat of Greater China. This report traces Apple's net sales by region from the early 2010s through to the latest reported quarter, the second quarter of fiscal 2026. The full company wide revenue picture is set out in our Apple total net sales analysis, and a direct rival comparison in our Apple and Google revenue comparison.

A note on the data is important. Apple reports detailed regional figures every quarter, but its quarterly results are highly seasonal: the holiday quarter that ends in December is by far the largest, while the spring and summer quarters are smaller. To show the underlying long run trends clearly, this report uses Apple's annual net sales by region for the fiscal years 2015 to 2025, the period over which the five segment structure has been reported consistently, and then zooms in on the most recent quarter, the March 2026 quarter, for an up to date regional snapshot. All figures are Apple's reported net sales in U.S. dollars. How Apple's overall scale compares with its peers is covered in our big tech companies revenue comparison.

Apple net sales by region Americas Europe China 2015 2025 lineApple Net Sales by Region, FY2015-2025 ($B)Apple net sales by region Americas Europe China 2015 2025 line $178BAmericas$111BEurope$64BGtr China

It is worth being precise about what these geographic segments mean, because Apple's definitions are broader than the place names suggest. The Americas covers both North and South America, blending the mature United States market with faster growing economies like Brazil and Mexico. Europe, despite its name, includes India, the Middle East and Africa, which is why some of Apple's quickest emerging market growth shows up inside the European figure. Greater China bundles mainland China with Hong Kong and Taiwan, while the Rest of Asia Pacific gathers up Australia, South Korea, Southeast Asia and other markets. Keeping these definitions in mind is essential, because they explain why a region like Europe can keep growing even when its core Western economies are mature and largely saturated.

The big picture is one of broad based growth with a striking regional twist. Every region is larger today than it was a decade ago, but they have not grown at the same pace. The Americas and Europe have climbed steadily and now account for the bulk of Apple's revenue, the Rest of Asia Pacific has grown fastest in percentage terms from a small base, and Greater China has followed a dramatic boom and slowdown path that makes it the most volatile of the five. Understanding these regional currents is essential to understanding where Apple's future growth is most and least secure, a question explored further in our largest source of revenue of leading tech companies analysis.

Full Data Table

Apple Net Sales by Region, by Year

Apple Net Sales by Region, FY2015-2025 (USD billion)Click any column to sort

FISCAL YEAR	AMERICAS	EUROPE	GREATER CHINA	JAPAN	REST OF ASIA PACIFIC
2015	93.86	50.34	58.72	15.71	15.09
2016	86.61	49.95	48.49	16.93	13.65
2017	96.60	54.94	44.76	17.73	15.20
2018	112.09	62.42	51.94	21.73	17.41
2019	116.91	60.29	43.68	21.51	17.79
2020	124.56	68.64	40.31	21.42	19.59

2021	153.31	89.31	68.37	28.48	26.36
2022	169.66	95.12	74.20	25.98	29.38
2023	162.56	94.29	72.56	24.26	29.62
2024	167.05	101.33	66.95	25.05	30.66
2025	178.35	111.03	64.38	28.70	33.70

The table sets out Apple's annual net sales for each of the five regions from fiscal 2015 to 2025, with the most recent figures showing the current balance of the business. Reading across any row reveals how dependent Apple remains on the Americas and Europe, which together supply roughly seventy percent of revenue. Reading down the Greater China column tells a more turbulent story, with sales peaking, falling, surging again and then easing back. The Japan and Rest of Asia Pacific columns are smaller but show steady progress, with the latter growing especially quickly. Sorting any column highlights how the regional pecking order has shifted, with Europe pulling clearly ahead of Greater China as Apple's second largest market in recent years.

Revenue Share by Region

How Apple's Revenue Splits Across the World

In fiscal 2025 the Americas accounted for about 43 percent of Apple's net sales, comfortably the largest slice, followed by Europe at roughly 27 percent. Greater China contributed around 15 percent, with the Rest of Asia Pacific at about 8 percent and Japan at close to 7 percent. The dominance of the Americas reflects Apple's commanding position in the United States, where it leads the smartphone market by a wide margin and operates its densest network of retail stores. The share picture also shows how much room remains in emerging markets, where Apple's penetration is far lower than at home. Apple's standing among the world's most valuable companies is detailed in our biggest companies by market value overview.

What the share breakdown hides is how much these proportions have moved over time. A decade ago Greater China was on track to rival the Americas, at one point approaching a quarter of all Apple revenue, whereas today it sits at around 15 percent. Europe, meanwhile, has quietly expanded its share and overtaken China to become the clear number two. The Rest of Asia Pacific, which includes fast growing markets such as India, Australia and Southeast Asia, has steadily increased its slice and is now a meaningful contributor. The regional pie is therefore not static but constantly being redrawn, reflecting shifting competitive dynamics, currency swings and the uneven spread of Apple's products across the

globe.

Apple revenue share by region 2025 Americas Europe China donutNet Sales Share by Region, FY2025Apple revenue share by region 2025 Americas Europe China donut 43%Americas

Greater China

Greater China: Apple's Boom-and-Slowdown Market

No region tells a more dramatic story than Greater China, which includes mainland China, Hong Kong and Taiwan. Apple's Chinese revenue exploded in the middle of the last decade, reaching about $59 billion in fiscal 2015 as the iPhone became a status symbol and Apple expanded aggressively. It then slumped for several years amid intensifying local competition and a maturing market, before roaring back to a record of around $74 billion in fiscal 2022. Since then it has eased back to about $64 billion in fiscal 2025, pressured by fierce domestic rivals and a tougher economic backdrop. The broader context of the Chinese economy that shapes this market is examined in our China GDP analysis.

This boom and slowdown pattern makes Greater China both Apple's biggest opportunity and its biggest source of risk. On the upside, the region staged a notable recovery in early fiscal 2026, with Greater China sales rising 28 percent year over year in the March quarter to about $20.5 billion, a quarterly record driven by strong demand for the iPhone 17 line. On the downside, the long term trend since the 2022 peak has been one of pressure from well funded local competitors and an unpredictable regulatory and economic environment. How Apple navigates the smartphone battle in China, against rivals tracked in our smartphone market share by vendor analysis, will go a long way to determining whether this volatile region returns to sustained growth or remains a swing factor in Apple's results.

Apple Greater China net sales by year boom slowdown barApple Greater China Net Sales by Year ($B)Apple Greater China net sales by year boom slowdown bar $74BFY2022 peak

Note: Greater China includes mainland China, Hong Kong and Taiwan. The Americas

The Americas: Apple's Unshakeable Home Market

If Greater China is the volatile region, the Americas is the rock. Apple's largest segment has grown almost without interruption, climbing from about $94 billion in fiscal 2015 to roughly $178 billion in fiscal 2025, nearly doubling over the decade. The United States provides the overwhelming majority of this revenue, supported by Canada and a growing Latin American market. Apple's strength at home rests on an

exceptionally loyal customer base, the highest smartphone market share of any major economy, and an unrivalled retail and services ecosystem. The Americas alone now generates more revenue than Apple's entire global business did as recently as fiscal 2014, a vivid illustration of how much the home market has expanded.

The steady growth of the Americas gives Apple a dependable foundation that offsets the swings in other regions. Even in years when Greater China stumbled or currency movements hurt international results, the Americas kept climbing, anchoring the company's overall trajectory. This reliability is one reason investors are willing to pay a premium for Apple shares: a large and growing share of its revenue comes from a market it dominates and understands intimately. The flip side is concentration risk, since such heavy reliance on a single region leaves Apple exposed to any slowdown in U.S. consumer spending, though the diversity of its other markets provides some cushion against that scenario.

The scale of the Americas also shapes how Apple invests and operates. Because so much of its revenue and profit originates close to home, Apple concentrates its flagship retail stores, marketing and product launches on the U.S. market, reinforcing the loyalty that underpins the region. New services, payment features and trade in programmes are typically rolled out in the Americas first, deepening the ecosystem that keeps customers upgrading. This creates a virtuous circle in which the strongest region receives the most attention and in turn grows further, a dynamic that helps explain why the Americas has avoided the kind of stagnation seen in some other mature markets.

Apple Americas net sales by year steady growth barApple Americas Net Sales by Year ($B)Apple Americas net sales by year steady growth bar $178BFY2025$94BFY2015

Which Regions Grew Fastest

Which Regions Grew Fastest, 2015–2025

Comparing how much each region has grown between fiscal 2015 and fiscal 2025 reframes the regional story in terms of momentum rather than size. On this measure the smaller regions shine: the Rest of Asia Pacific grew by well over a hundred percent, and Europe expanded by a similar margin, both more than doubling over the decade. The Americas grew by around ninety percent, an enormous absolute gain given its already large base. Japan grew solidly despite a weak yen weighing on its dollar figures. Greater China, by contrast, grew only modestly over the full period, around ten percent, because its 2025 figure sits well below the heights it reached in 2015 and 2022.

These growth rates explain why the regional mix has shifted the way it has. Europe and the Rest of Asia Pacific have gained share precisely because they grew faster than the company average, while Greater China has lost share because it grew far slower. For Apple, the strong growth in Europe and the emerging Asia Pacific markets is encouraging, since it suggests the company still has room to expand outside its saturated home market. India in particular, included within the Rest of Asia Pacific and parts of Europe reporting, has become a major focus, with new stores and local manufacturing aimed at turning the world's most populous country into a future growth engine comparable to what China once was.

Apple region revenue growth 2015 2025 percent horizontal barNet Sales Growth by Region, 2015-2025Apple region revenue growth 2015 2025 percent horizontal bar +123%Asia Pacific

Note: percentage change in annual net sales, fiscal 2015 to fiscal 2025. How the Mix Shifted

How the Regional Mix Has Shifted

Placing the regional shares of fiscal 2015 next to those of fiscal 2025 makes the rebalancing of Apple's business unmistakable. Ten years ago Greater China commanded around a quarter of all Apple revenue and looked set to keep climbing; today its share has fallen to roughly 15 percent. Europe has moved in the opposite direction, lifting its share from about 22 percent to nearly 27 percent and overtaking China to become the firm second largest market. The Americas has held and even modestly increased its leading share, while the Rest of Asia Pacific has crept up as new markets mature. The net effect is a more balanced, if Americas anchored, geographic footprint.

This shift has important strategic implications. A business that leans more on Europe and diversified Asia Pacific markets, and less on a single volatile market like China, is arguably more resilient, since its fortunes are spread across a wider range of economies and currencies. At the same time, the relative decline of China removes what was once Apple's most explosive growth engine, putting more pressure on the company to find new sources of expansion. The way these enormous revenue streams ultimately translate into corporate value is explored in our top companies by market capitalization analysis, which ranks Apple against the other global giants.

Apple region share 2015 vs 2025 grouped barRegional Share: FY2015 vs FY2025Apple region share 2015 vs 2025 grouped bar 25% to 15%China share

Note: each region's share of total net sales, fiscal 2015 versus fiscal 2025. Europe

Europe: A Steady Second Pillar

Europe has been the quiet achiever among Apple's regions. Often overshadowed by the drama in China and the dominance of the Americas, Europe has grown steadily and reliably, from about $50 billion in fiscal 2015 to roughly $111 billion in fiscal 2025, more than doubling over the decade. Apple defines Europe broadly, including not only the major Western European economies such as the United Kingdom, Germany and France but also India, the Middle East and Africa. That broad definition means Europe captures some of the fastest growing emerging markets, which has helped sustain its strong upward trajectory even as growth in mature Western European countries has slowed.

The steady rise of Europe has been one of the most important and least heralded developments in Apple's regional story. By overtaking Greater China, Europe has become the dependable second pillar that, alongside the Americas, gives Apple a stable revenue base across developed and emerging markets alike. Currency movements add some noise to the European figures, since a strong dollar reduces the value of euro and pound sales when converted, but the underlying demand has proved durable. As Apple pushes deeper into India and other markets captured within this segment, Europe looks set to remain a key driver of the company's international growth for years to come.

Apple Europe net sales by year steady rise lineApple Europe Net Sales by Year ($B)Apple Europe net sales by year steady rise line $111BFY2025

Note: Apple's Europe segment includes India, the Middle East and Africa. Latest Quarter

Inside the Latest Quarter: Q2 2026 by Region

Turning from annual trends to the latest quarter brings the regional picture right up to date. In the second quarter of fiscal 2026, the March 2026 quarter, Apple posted record March quarter revenue of about $111 billion, with growth across every single geographic segment for the first time in years. The Americas led with roughly $45 billion, followed by Europe at about $28 billion and Greater China at around $20.5 billion. Japan contributed about $8.4 billion and the Rest of Asia Pacific around $9.1 billion. Crucially, all five regions grew year over year, a sign of broad based strength that Apple had not enjoyed in several quarters and that lifted the company to its best March quarter on record.

The standout performer in the quarter was Greater China, which grew 28 percent year over year, its best result in years and a quarterly record for the region, driven by enthusiasm for the iPhone 17 family. The Rest of Asia Pacific also grew strongly, up around 25 percent, while Europe rose almost 15 percent and Japan about 15 percent. Even the mature Americas managed double digit growth of nearly 12 percent. This

synchronised regional growth is significant because it suggests Apple's latest product cycle is resonating worldwide rather than in just one or two markets, broadening the base of the company's revenue and reducing its reliance on any single region for momentum.

It is worth remembering how unusual synchronised growth across all five regions actually is for Apple. In many recent years at least one region, often Greater China, has dragged on the overall result, masking strength elsewhere. The March 2026 quarter broke that pattern, with every segment contributing to the record total, which management pointed to as evidence that the latest product line up was resonating globally. Whether this breadth of growth can be sustained through the smaller summer quarters and into the next holiday season is one of the most important questions for Apple investors, since a return to single region dependence would make results more volatile.

Apple Q2 2026 net sales by region year over year grouped barNet Sales by Region, Q2 FY2025 vs Q2 FY2026 ($B)Apple Q2 2026 net sales by region year over year grouped bar +28%China YoY

Note: all five regions grew year over year in the March 2026 quarter. Ranking the Regions

Ranking the Regions in Q2 2026

Ranking the five regions by their March 2026 quarter sales confirms the familiar hierarchy while highlighting the recent shifts. The Americas sits comfortably on top, generating more than the next two regions combined, a reminder of how central the United States remains to Apple's fortunes. Europe holds a clear second place, well ahead of Greater China in third, cementing the reordering that has taken place over the past few years. Japan and the Rest of Asia Pacific occupy the lower rungs, though the latter is now within reach of overtaking Japan as it benefits from growth in India and Southeast Asia. The ranking is a snapshot of a business that is global but still firmly led by its home region.

The quarterly ranking also underlines how different the regions are in character. The Americas and Europe are large, mature and steadily growing, providing the ballast for Apple's results. Greater China is large but volatile, capable of swinging the company's growth rate up or down in any given quarter. Japan is small, stable and sensitive to currency moves, while the Rest of Asia Pacific is the smallest but fastest rising, carrying the hopes of Apple's emerging market ambitions. Read together, the regional rankings show a company that has successfully globalised its revenue while remaining anchored at home, a balance that has served it well through a turbulent decade for the wider technology industry.

Apple Q2 2026 region ranking horizontal barRegion Ranking, Q2 FY2026 ($B)Apple Q2 2026 region ranking horizontal bar $45BAmericas$28BEurope

China's Shrinking Share

China's Shrinking Share of the Pie

One of the clearest ways to see how Apple's centre of gravity has moved is to track Greater China's share of total net sales over time. In fiscal 2015, at the height of the China boom, the region accounted for about 25 percent of Apple's revenue, making it almost as important as the Americas. That share then slid steadily as Chinese sales stagnated and the rest of the business grew, falling below 15 percent by fiscal 2020. A renewed surge lifted it back toward 19 percent in the early 2020s, but it has since drifted down again to around 15 percent in fiscal 2025. The single line of China's revenue share captures the region's entire boom and slowdown arc in one view.

The declining share of Greater China is arguably the most consequential trend in Apple's regional mix, because it marks the fading of what was once expected to be the company's primary growth engine. As China's contribution has shrunk in relative terms, the burden of driving growth has shifted to the Americas, Europe and the emerging Asia Pacific markets. For Apple, the hope is that markets like India can eventually replicate the explosive growth China delivered a decade ago. Whether any single market can do so remains uncertain, which is why Apple is increasingly pursuing growth across many regions at once rather than betting on one, a strategy that fits the broader landscape mapped in our internet companies revenue analysis.

Apple Greater China share of net sales decline lineGreater China Share of Net Sales (%)Apple Greater China share of net sales decline line 25% to 15%since 2015

Note: Greater China net sales as a percentage of Apple's total. $178BAmericas FY2025Largest region. Source: Apple 10-K. $111BEurope FY2025Now second. Source: Apple 10-K. $74BChina Peak (FY2022)Since eased. Source: Apple 10-K. $111BQ2 FY2026All regions grew. Source: Apple.

Taken together, Apple's regional net sales tell the story of a company that has grown more global and, in some ways, more balanced over the past decade. The Americas remains the dependable leader, Europe has risen to a clear and growing second place, Greater China has swung from boom to slowdown and back, and the smaller Asia Pacific and Japan segments have steadily expanded. The latest March 2026 quarter, with growth across all five regions and a record result, suggests Apple has found renewed momentum on a broad geographic front. The key questions ahead are whether Greater China can sustain its recent recovery, whether India and the wider Asia Pacific region can become the next great growth engine, and how currency swings reshape the international picture. The wider economic forces behind

these regional currents are explored in our global economy overview, and Apple's place among the giants in our Amazon statistics and facts comparison.

FAQ

Frequently Asked Questions: Apple Net Sales by Region

Apple divides its net sales into five geographic segments: the Americas, Europe, Greater China, Japan, and the Rest of Asia Pacific. The Americas covers North and South America, Europe also includes India, the Middle East and Africa, Greater China covers mainland China, Hong Kong and Taiwan, and the Rest of Asia Pacific includes Australia and other Asian markets. Source: Apple 10-K filings.

The Americas is Apple's largest region, generating about $178 billion in fiscal 2025, roughly 43 percent of total net sales, with the United States providing the bulk. Europe is second at around $111 billion, followed by Greater China at about $64 billion. The Americas has been the largest region throughout Apple's modern history. Source: Apple 10-K, 2025.

Apple's Greater China segment generated about $64 billion in fiscal 2025, roughly 15 percent of total net sales. Chinese revenue peaked at around $74 billion in fiscal 2022 before easing back amid strong local competition. In the March 2026 quarter, Greater China sales rose 28 percent year over year to about $20.5 billion, a quarterly record. Source: Apple 10-K and Q2 2026 release.

In the second quarter of fiscal 2026 (the March 2026 quarter), Apple's net sales by region were approximately: Americas $45.1 billion, Europe $28.1 billion, Greater China $20.5 billion, Rest of Asia Pacific $9.1 billion and Japan $8.4 billion, for total revenue of about $111.2 billion. All five regions grew year over year. Source: Apple Q2 2026 press release.

Greater China revenue has come under pressure since its fiscal 2022 peak of about $74 billion due to intense competition from local smartphone makers, a softer Chinese economy and currency effects. Its share of Apple's total revenue has fallen from around 25 percent in 2015 to about 15 percent in 2025, though a strong March 2026 quarter suggests a possible recovery. Source: Apple 10-K filings.

Over the decade to fiscal 2025, the Rest of Asia Pacific and Europe grew fastest, each more than doubling, helped by emerging markets such as India and Southeast Asia. The Americas grew about 90 percent from a large base, while Greater China grew the least over the full period because its 2025 figure sits below earlier peaks. Source: Apple 10-K filings.

Apple does not break out the United States separately, but it falls within the Americas segment, which generated about $178 billion, or roughly 43 percent of total revenue, in fiscal 2025. The U.S. provides the large majority of Americas revenue and remains Apple's single most important country market by a wide margin. Source: Apple 10-K, 2025.

Europe is now clearly Apple's second largest region, generating about $111 billion in fiscal 2025 compared with roughly $64 billion for Greater China. Europe overtook China as the second largest market in recent years, after Chinese sales slipped from their 2015 and 2022 peaks while European sales kept rising. Source: Apple 10-K, 2025.

Apple's revenue is highly seasonal. The first fiscal quarter, which ends in late December, captures the holiday shopping season and new iPhone launches and is by far the largest, while the spring and summer quarters are smaller. This is why annual figures give a clearer picture of regional trends than comparing individual quarters across the year. Source: Apple 10-K filings.

The figures are drawn from Apple's audited annual 10-K filings and official quarterly press releases, with Bullfincher and GlobalData used to corroborate the regional series. Annual figures cover fiscal 2015 to 2025, when the five segment structure was reported consistently, and the latest quarter is the March 2026 quarter. Apple's fiscal year ends in late September. Source: Apple filings.

Sources

Apple Investor Relations - Quarterly and Annual Results - Primary source for Apple's net sales by geographic segment, annual and quarterly.

Apple Inc. 10-K and 10-Q filings (2015-2026) - Audited regional net sales by reportable segment for each fiscal year and the latest quarter.

Bullfincher and GlobalData - Used to corroborate the annual regional net sales series.

Net sales are by Apple's reportable geographic segment in U.S. dollars. Annual figures cover fiscal 2015 to 2025; the latest quarter is the second quarter of fiscal 2026 (March 2026 quarter). Apple's fiscal year ends in late September and quarterly sales are seasonal. Not investment advice.

STATISTICS REPORT

Apple, Google, and Microsoft: revenue comparison 2008-2026

Updated Jun 19, 2026 · businesstats.com/comparison-of-apple-and-google-revenues

$416B APPLE 2025	**$403B** ALPHABET 2025	**$282B** MICROSOFT 2025
~18x ALPHABET GROWTH	**$1.1T** COMBINED 2025	**$60B** MSFT IN 2008

Overview

Revenue comparison of Apple, Google, Alphabet, and Microsoft from 2008 to 2026

Three of the most valuable companies on earth, Apple, Alphabet (Google) and Microsoft, have grown almost beyond recognition since 2008. This report compares their annual revenue from 2008 to 2026, charting how the balance of power among the tech giants has shifted, who leads, who has grown fastest, and how close the race has become.

The story is one of dramatic reversal, playing out across the devices, software and services that fill ecosystems like the one in our most popular App Store categories analysis. In 2008, Microsoft was the largest of the three at about 60 billion dollars, with Apple at 37 billion and Google at just 22 billion. By 2025, the order had completely changed: Apple led at 416 billion dollars, Alphabet had surged to 403 billion, and Microsoft, though far larger than before, sat third at about 282 billion, a reshuffling set in context by our The pecking order of 2008 has been turned upside down, as our big tech revenue comparison analysis.

Apple vs Alphabet vs Microsoft Revenue, 2008-2026 ($B)Annual revenue of all three companies on one chart.

Data:

Annual revenue of Apple, Alphabet (Google) and Microsoft, 2008 to 2026, compiled by BusinessStats from company filings.

Note:

Figures are in U.S. dollars. The three firms have different fiscal years (Apple ends in September, Microsoft in June, Alphabet in December), so the comparison aligns each company reported fiscal-year revenue rather than identical calendar periods. The 2026 figures are estimates based on reported results and analyst consensus.Switch views with the toolbar.

Each company took a different path to scale. Apple rode the iPhone to become the revenue leader; Alphabet built an advertising and cloud empire that grew fastest of the three; and Microsoft reinvented itself around cloud computing after a slower start. The result is a three-way contest at the very top of the technology industry, tighter in 2025 than it has been in years. The three are now closer in revenue than at any point in over a decade. The contest at the top has rarely been so open. For most of the 2010s, Apple led by a wide and growing margin. That comfortable cushion has now all but disappeared. Alphabet has drawn level in all but name. The 2026 figures may tip it ahead. A historic overtaking could be imminent. The lead has never been this thin.

A note on the data. Figures are reported annual revenue in U.S. dollars. The three firms have different fiscal years, Apple ends in September, Microsoft in June and Alphabet in December, so the comparison aligns each company reported fiscal year rather than identical calendar periods. The 2026 figures are estimates based on results reported so far and analyst consensus. They should be read as a guide to direction, not exact totals. The trend matters more than any single projected number. What is clear is that the gap is closing fast. The exact crossover year is less certain than the direction. But the lines are converging unmistakably. The chart leaves little doubt about the trend. The two lines all but touch by 2025. Barely a hair separates first from second.

Revenue Data Table

Apple, Alphabet and Microsoft Annual Revenue, 2008-2026

Apple, Alphabet (Google) and Microsoft Annual Revenue, 2008-2026 ($B)Click any column to sort

YEAR	APPLE	ALPHABET	MICROSOFT
2008	$37B	$22B	$60B
2009	$43B	$24B	$58B
2010	$65B	$29B	$62B

2011	$108B	$38B	$70B
2012	$157B	$50B	$74B
2013	$171B	$56B	$78B
2014	$183B	$66B	$87B
2015	$234B	$75B	$94B
2016	$216B	$90B	$85B
2017	$229B	$111B	$90B
2018	$266B	$137B	$110B
2019	$260B	$162B	$126B
2020	$275B	$183B	$143B
2021	$366B	$258B	$168B
2022	$394B	$283B	$198B
2023	$383B	$307B	$212B
2024	$391B	$350B	$245B
2025	$416B	$403B	$282B
2026*	$435B	$465B	$310B

The table lists the annual revenue of all three companies from 2008 to 2026, in billions of dollars. It shows Microsoft starting ahead, Apple overtaking it around 2011, and Alphabet climbing from a distant third to nearly match Apple by 2025. Sorting the columns highlights both the changing order and the extraordinary growth of all three over the period. Every one of them is now many times its 2008 size. The scale of the growth is hard to overstate. A combined 120 billion dollars in 2008 became 1.1 trillion by 2025. The three added nearly a trillion dollars of annual revenue between them. That is growth on an almost unimaginable scale. Whole economies are smaller than what they added. The numbers dwarf most national budgets. Their revenue rivals whole countries output.

2025 Standings

A Photo Finish

As of 2025, Apple remains the revenue leader at about 416 billion dollars, but its lead has shrunk dramatically. Alphabet reached 403 billion dollars in 2025, just 13 billion behind Apple, after growing 15 percent in a single year. Microsoft, at about 282 billion, is a clear third but still a vast business by any measure. Few companies in the world come close to any of the three. Each alone would tower over almost any other firm. These are three of the largest companies ever built. Their rivalry is a contest among titans. No other companies operate at quite this level. They sit in a class entirely of their own. The gap to the fourth-largest is enormous.

The closeness of the top two is the headline of 2025. For most of the past decade Apple held a commanding lead over every rival; now Alphabet is within touching distance, and on current growth rates could overtake Apple in revenue within a year or two. The gap of 13 billion dollars is small relative to the more than 400 billion each now generates. At this scale, a 13-billion-dollar gap can vanish in a single quarter. The lead is real but no longer secure. Apple still leads, but by the narrowest margin in years. One strong Alphabet quarter could close it entirely. The margin is now within a single period swing. Quarterly results now decide the lead. Each earnings season raises the stakes. Every quarter now reshapes the race.

Revenue of the Three Tech Giants, 2025 ($B)Latest full-year revenue, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft third-place position understates its strength. Although smaller in revenue, it is among the most profitable of the three and commands one of the highest market valuations in the world. Revenue is only one measure of scale, and on profitability and valuation the ranking can look quite different, as our Revenue rank and value rank are not the same thing, as our biggest companies by market value analysis shows.

Combined Scale

Over a Trillion Dollars

Taken together, the three companies generated roughly 1.1 trillion dollars in revenue in 2025, more than triple their combined total of around 120 billion dollars in 2008. Stacking their revenue shows not just individual growth but the staggering expansion of the technology sector as a whole over the period.

The combined figure has grown almost without interruption, dipping only briefly in occasional years for individual firms. The steady climb reflects how thoroughly these three companies, between them, have come to dominate computing, advertising, software and devices, expanding into every corner of digital life over nearly two decades. Their reach now touches almost every connected device on earth. Phones, browsers, clouds and software all run through them. Between them they shape how the world computes. Their products are woven into daily life everywhere. Billions of people use all three every day. Their software underpins much of modern life. Few people pass a day without touching all three.

Combined Revenue of Apple, Alphabet and Microsoft ($B)The three companies revenue stacked, 2008-2026.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The composition of the combined total has shifted markedly. In 2008, Microsoft contributed half of the three-way total; by 2025 its share had fallen to about a quarter, while Apple and Alphabet together made up roughly three-quarters. The stacked view makes the changing balance of power among the three immediately visible.

Share of Trio

Power Shifts

Measured as a share of the three-company total, the shift is stark. In 2008, Microsoft accounted for about half of the combined revenue, Apple roughly a third, and Google barely a sixth. By 2025, Apple and

Alphabet each held around 37 percent, while Microsoft slipped to about 26 percent of the trio total.

This rebalancing reflects the different growth rates of the three. Because Apple and especially Alphabet grew far faster than Microsoft over the period, they steadily claimed a larger slice of the combined revenue. Microsoft share fell not because it shrank, it grew nearly fivefold, but because the others grew even faster. Relative decline can happen even amid strong absolute growth. Growing fast is not enough if rivals grow faster.

Share of the Three-Company Revenue Total, 2025 (%)Each company share of the combined 2025 revenue.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The near-equal Apple and Alphabet shares in 2025 capture how close the race has become. Two companies that started the period far apart, Apple at a third of the total and Google at a sixth, have converged to almost the same share, a convergence that mirrors the broader reshaping of big tech in our Apple revenue by segment analysis.

Indexed Growth

Who Grew Fastest

Indexing each company revenue to 100 in 2008 reveals who grew fastest. By 2025, Alphabet revenue had multiplied roughly eighteenfold, Apple about elevenfold, and Microsoft around fivefold. Alphabet is the clear growth champion, having expanded faster than either of its larger rivals from a much smaller base.

Apple growth, while slower than Alphabet in percentage terms, is remarkable given its scale. Multiplying revenue elevenfold from an already-large 37 billion dollar base in 2008 required adding far more absolute revenue than Alphabet did, much of it driven by the iPhone, as our Absolute dollars, not just percentages, define Apple achievement, as our Apple iPhone revenue analysis shows.

Revenue Growth Indexed to 2008 (2008 = 100)How many times each company has grown since 2008.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Microsoft slower indexed growth reflects its maturity in 2008, when it was already the largest of the three. Even so, multiplying revenue nearly fivefold over the period, much of it through its later pivot to cloud computing, is a major achievement for a company that was already a giant at the start, and one that reaccelerated sharply in its second decade. The cloud era gave Microsoft a powerful second wind. Azure turned a maturing giant back into a fast grower. The cloud pivot was one of the great corporate reinventions. It restored Microsoft to double-digit growth. The reinvention bought it a place in the modern race. Without the cloud pivot it would have fallen behind. Reinvention saved its place at the top table. The pivot was a textbook corporate turnaround.

The Race

Apple vs Alphabet

Tracking the gap between Apple and Alphabet over time tells the story of the race. For most of the 2010s, Apple led Alphabet by well over 100 billion dollars; the gap peaked as Apple revenue surged with the iPhone. But since around 2021, Alphabet faster growth has steadily eroded that lead, narrowing it to just 13 billion dollars in 2025. A lead measured in hundreds of billions has shrunk to a sliver. What looked permanent now looks fragile.

This narrowing gap is the single clearest sign that the balance of power may be about to shift again. If Alphabet continues to grow faster than Apple, it could become the largest of the three by revenue for the first time. The lead that once looked unassailable has shrunk to a margin that a single strong year could erase.

Apple Revenue Lead Over Alphabet ($B)Apple revenue minus Alphabet revenue, by year.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

Whether Apple holds its lead depends on its ability to keep growing at scale. Its services business and new product categories will be central to that, as explored in our Apple Services revenue analysis. For now, Apple remains narrowly ahead, but the era of its comfortable dominance over Alphabet in revenue terms appears to be ending. A new phase of genuine rivalry is beginning. For the first time in years, the top spot is contestable. The settled hierarchy of the 2010s is dissolving. A new order may emerge as soon as 2026. The next year could redraw the entire ranking. A new leader may emerge for the first time in years. The settled order is finally in play.

Growth Rates

The Engine of Change

Compound annual growth rates over 2008 to 2025 quantify the difference. Alphabet grew at roughly 19 percent a year, Apple at about 15 percent, and Microsoft at around 9 to 10 percent. Even small differences in these rates compound enormously over seventeen years, which is why the three companies relative positions changed so dramatically.

Alphabet near-19-percent annual growth is exceptional for a company of its size, sustained over almost two decades. It reflects the explosive expansion of digital advertising and, more recently, cloud computing. Apple 15 percent is extraordinary given the absolute sums involved, while Microsoft slower rate reflects both its larger starting size and a mid-period plateau before its cloud revival.

Compound Annual Revenue Growth, 2008-2025 (%)Average yearly revenue growth of each company.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These growth rates also hint at the future. If they persisted, Alphabet would overtake Apple and pull away, while Microsoft would fall further behind the top two. In practice, growth rates tend to slow as companies get larger, but the gap in historical rates explains the convergence of Apple and Alphabet and the gradual relative decline of Microsoft, a dynamic visible across our Apple total revenue analysis.

Recent Five Years

The Race Tightens

Focusing on the most recent five years, 2021 to 2025, shows the race tightening in real time. All three grew strongly, but Alphabet grew fastest, closing most of its gap with Apple over this short span. Apple revenue rose from 366 billion to 416 billion, while Alphabet leapt from 258 billion to 403 billion.

Microsoft also grew rapidly over these five years, from 168 billion to 282 billion dollars, driven by its cloud and enterprise businesses. Yet because Alphabet grew even faster, Microsoft remained third throughout. The recent period has been one of broad-based growth across all three, with Alphabet the standout performer.

Revenue of the Three Giants, 2021-2025 ($B)Annual revenue of all three over the latest five years.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The recent five-year picture is the clearest preview of where the contest is heading. Alphabet momentum, if sustained, points toward it challenging Apple for the top spot, while Microsoft, though growing, remains a step behind the leading pair. The next few years are likely to see the closest revenue race among the three

in their history.

By Profit

A Different Leader

Revenue is not the whole story; profit tells a different one. In 2025, Alphabet generated the highest net income of the three, around 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. The revenue leader is not the profit leader.

This profit ranking reflects the different economics of each business. Alphabet high-margin advertising and Microsoft software and cloud both convert revenue into profit more efficiently than Apple hardware-heavy model, even though Apple generates the most revenue. Apple profitability, however, has been lifted by its growing services business, as our Services share of revenue analysis shows.

Net Income of the Three Tech Giants, 2025 ($B)Latest full-year net income, ranked.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

The gap between the revenue ranking and the profit ranking is one of the most revealing aspects of the comparison. It shows that Alphabet and Microsoft, despite trailing or matching Apple in revenue, are formidably profitable, and that raw revenue alone can understate the financial strength of software-led businesses relative to a hardware-led one like Apple, a nuance reflected in our Apple net income analysis.

2026 Outlook

Closer Than Ever

Looking ahead to 2026, the estimates suggest the race will only tighten. Alphabet, growing fastest, is projected to approach or exceed 460 billion dollars, potentially overtaking Apple, whose 2026 revenue is estimated in the mid-400-billions. Microsoft is expected to continue its steady climb past 300 billion

dollars.

If these estimates hold, 2026 could mark the year Alphabet becomes the largest of the three by revenue, ending Apple long reign at the top. Such a shift would cap a remarkable two-decade journey in which Alphabet rose from the smallest of the three to potentially the largest, overtaking first Microsoft and then Apple.

Revenue: 2025 Actual vs 2026 Estimate ($B)Reported 2025 revenue compared with 2026 estimates.

Data:

Derived from Apple, Alphabet and Microsoft annual revenue, compiled by BusinessStats from company filings.

Note:

Shares, growth rates, indexed growth, gaps, net income and 2026 estimates are calculated from reported figures. Fiscal years differ across the three firms, and 2026 figures are estimates, so the comparison is indicative of scale and trend rather than exact period-matched totals.Switch views with the toolbar.

These projections are necessarily uncertain, depending on product cycles, advertising trends, cloud demand and the wider economy. But the direction is clear: the gap at the top is closing, and the long era of a single dominant tech revenue leader is giving way to a genuine three-way contest, the backdrop to where each invests next in our Apple Vision Pro price list analysis.

$416BApple 2025Revenue leader. $403BAlphabet 2025Closing in. $282BMicrosoft 2025Third place. ~18xAlphabet GrowthSince 2008.

The revenue comparison of Apple, Alphabet and Microsoft from 2008 to 2026 captures a complete reshaping of the technology industry. Microsoft, the largest in 2008, has slipped to third despite growing nearly fivefold. Apple, propelled by the iPhone, became the revenue leader and reached 416 billion dollars in 2025. And Alphabet, the smallest at the start, grew fastest of all to 403 billion, drawing almost level with Apple.

More than any single ranking, it is the convergence at the top that defines the story. Two companies that began the period far apart now generate nearly identical revenue, while a third remains a profit powerhouse just behind. With Alphabet growing fastest and 2026 estimates pointing to an even closer race, the contest among the three tech giants has never been tighter, a rivalry that sits at the heart of the modern technology economy tracked across our Apple revenue share analysis and the wider Apple story.

FAQ

Frequently Asked Questions: Apple, Google and Microsoft Revenue

As of 2025, Apple has the most revenue at about 416 billion dollars, narrowly ahead of Alphabet (Google) at 403 billion, with Microsoft third at about 282 billion. However, Apple's lead over Alphabet has shrunk to just 13 billion dollars, and because Alphabet is growing faster, it could overtake Apple in revenue within a year or two. In 2008 the order was reversed, with Microsoft the largest.

In their 2025 fiscal years, Apple generated about 416 billion dollars, Alphabet (Google) 403 billion, and Microsoft about 282 billion. Together the three made roughly 1.1 trillion dollars. The figures use each company's reported fiscal year: Apple ends in September, Microsoft in June and Alphabet in December, so they cover slightly different periods rather than identical calendar months.

Alphabet (Google) has grown fastest of the three since 2008, multiplying its revenue roughly eighteenfold, from about 22 billion to 403 billion dollars, at a compound annual rate near 19 percent. Apple grew about elevenfold (15 percent a year) and Microsoft around fivefold (9 to 10 percent a year). Alphabet grew fastest in percentage terms, though Apple added the most absolute revenue.

Apple overtook Microsoft in annual revenue around 2011, when the iPhone drove Apple's revenue past 100 billion dollars while Microsoft was near 70 billion. In 2008, Microsoft had been the larger company, with about 60 billion dollars in revenue to Apple's 37 billion. Apple has remained ahead of Microsoft in revenue ever since, and is now the revenue leader of the three.

It is possible soon. In 2025 Apple led Alphabet by just 13 billion dollars (416 billion to 403 billion), and Alphabet grew 15 percent that year versus slower growth at Apple. If those trends continue, Alphabet could overtake Apple in revenue as early as 2026, when some estimates put Alphabet near or above 460 billion dollars. The race is the closest it has ever been.

By net income, Alphabet (Google) led in 2025 with about 132 billion dollars, ahead of Apple at roughly 112 billion and Microsoft at about 102 billion. So while Apple has the most revenue, Alphabet has the most profit. This reflects the higher margins of advertising and cloud software compared with Apple's hardware-heavy business, although Apple's growing services revenue has been lifting its profitability.

Microsoft is third of the three in revenue, at about 282 billion dollars in 2025, but it is among the most profitable companies in the world and commands one of the highest market valuations. Revenue measures sales, not profit or value. Microsoft's high-margin software and fast-growing cloud business

make it extremely profitable, and investors value its growth prospects highly, so its valuation often rivals or exceeds the other two.

Between 2008 and 2025, Apple grew from about 37 billion to 416 billion dollars (roughly elevenfold), Alphabet from 22 billion to 403 billion (about eighteenfold), and Microsoft from 60 billion to 282 billion (nearly fivefold). Combined, the three went from around 120 billion dollars in 2008 to roughly 1.1 trillion in 2025, more than tripling and illustrating the explosive growth of big tech.

The three companies have different fiscal years, which is why revenue comparisons align reported fiscal years rather than identical calendar periods. Apple's fiscal year ends in late September, Microsoft's ends on June 30, and Alphabet (Google) reports on a calendar-year basis ending December 31. This means each company's annual figure covers a slightly different twelve-month window, though all are full fiscal years.

By revenue, 2026 estimates suggest Alphabet (Google) could overtake Apple to become the largest of the three, with projections approaching or exceeding 460 billion dollars versus Apple's mid-400-billions, while Microsoft continues climbing past 300 billion. These are estimates and depend on product cycles, advertising and cloud demand, but the clear direction is a tightening, increasingly three-way contest at the top of the industry.

Sources

Apple Inc., Alphabet Inc. and Microsoft Corporation - Annual reports and earnings releases (Form 10-K, 8-K), the source for reported annual revenue and net income.

SEC EDGAR company filings - Used to confirm 2025 actuals (Apple $416B, Alphabet $403B, Microsoft $282B) and the 2026 estimates.

Revenue is reported annual revenue in U.S. dollars. The three firms have different fiscal years (Apple ends September, Microsoft June, Alphabet December), so the comparison aligns each company reported fiscal year. In 2025, Apple led at about 416 billion dollars, Alphabet reached 403 billion and Microsoft about 282 billion. 2026 figures are estimates based on results so far and analyst consensus. Net income and growth figures are calculated from reported data. Not investment advice.

STATISTICS REPORT

Apple - statistics & facts 2026

Updated Jun 8, 2026 · businesstats.com/apple

$416B FY2025 REVENUE, A RECORD	**$112B** NET INCOME, ALL-TIME HIGH	**$4.5T** MARKET CAP, JUNE 2026
2.5B+ ACTIVE DEVICES WORLDWIDE	**$109B** SERVICES REVENUE, A RECORD	**$143.8B** Q1 FY2026 REVENUE, A RECORD

Overview

Apple's Revenue, Profit, Market Value and Devices in 2026

Apple enters 2026 at the height of its commercial powers, a company that has turned a single line of consumer devices into one of the largest and most profitable enterprises in history. In its 2025 fiscal year, ended in September, Apple recorded revenue of about $416 billion, a fresh all-time high, and the trajectory of that figure over two decades is the clearest single measure of its rise. From a niche computer maker worth a few billion dollars at the turn of the century, Apple has grown into a global institution whose worldwide revenue now rivals the economic output of some of the richest countries in the world. The story of 2026 is one of records broken and a business that, despite its vast size, is still finding new ways to grow. For a company already among the largest on earth, the fact that its revenue is still climbing, rather than plateauing, is what most distinguishes it from the corporate giants of earlier eras that eventually stalled.

Apple's scale today is all the more striking given how close it once came to collapse. Founded in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne, the company rode the early personal-computer boom, faltered badly in the 1990s, and was nearly bankrupt when Jobs returned in 1997. The iMac, iPod, iPhone and iPad then powered one of the greatest corporate turnarounds in history. Under Tim Cook, who became chief executive in 2011, Apple has multiplied its revenue and profit many times over, built the services business almost from scratch, and turned the company into a financial juggernaut. The 2026 numbers are the latest chapter in a fifty-year arc from garage start-up to the most valuable enterprise on earth.

What makes Apple unusual is not just its scale but its profitability. The company turned its 2025 revenue into an all-time high net income of about $112 billion, a margin few companies of any size can match, and

its net income has roughly doubled over the past five years, lifting it to a scale that rivals whole sectors of the global economy. That profitability rests on three pillars: the enduring dominance of the iPhone, the rapid rise of a high-margin services business, and an ecosystem of more than 2.5 billion active devices that keeps customers locked in and spending. Together they have made Apple not only the most valuable consumer-technology brand but, by mid-2026, one of the two most valuable public companies on the planet. That combination of scale and profitability is rare in business history, and it explains why Apple has been able to fund enormous shareholder returns and heavy investment at the same time without straining its balance sheet, among the strongest in the world.

Apple's importance also lies in its grip on the devices through which billions of people experience computing. Its iPhone anchors a mobile platform whose operating-system share spans roughly a quarter to a third of the world's smartphones, far more in wealthy markets, and its Mac, iPad, Watch and AirPods extend that reach across categories. In 2026 the company is also in the middle of its most significant transition since the iPhone, weaving artificial intelligence through its products under the Apple Intelligence banner, the same wave lifting chip leaders such as Nvidia, and pushing into spatial computing with the Vision Pro. This report assembles the essential statistics on Apple's finances, products, markets and standing as it navigates that shift. Each of the statistics that follow should be read in that context, as the financial expression of a company trying to repeat, in artificial intelligence, the kind of platform shift it engineered with the iPhone almost twenty years ago.

Apple revenue worldwide 2010 to 2026 annual fiscal year billions growth lineApple Annual Revenue Worldwide, 2010-2026Apple revenue worldwide 2010 to 2026 annual fiscal year billions growth line
$416BFY2025 revenue

Note: fiscal years ending September; 2026 is an estimate.Key Facts Table

Apple Key Statistics 2026: Full Table

Apple Key Financial and Business Facts, 2026Click any column to sort

METRIC	VALUE	NOTE
Total revenue (FY2025)	**$416B**	Record, up 6% YoY
Net income (FY2025)	**$112B**	All-time high
Q1 FY2026 revenue	**$143.8B**	Record quarter, up 16%

iPhone revenue (FY2025)	**$209B**	About half of sales
Services revenue (FY2025)	**$109B**	Record, about 26%
Market cap (June 2026)	**$4.5T**	Among world's most valuable
Active devices	**2.5B+**	All-time high
Employees	**164,000**	Full-time, worldwide
R&D spending (FY2025)	**$35B**	Up from $31B

The table captures an enterprise operating at a scale that is difficult to overstate. Apple's $416 billion in annual revenue and $112 billion in profit would each rank it among the largest economic entities in the world, and its market value of around $4.5 trillion exceeds the entire stock markets of most countries. Yet the figures also show a business in transition: hardware still dominates the top line, led by the iPhone, but services and the installed base are doing more of the work of driving growth and protecting margins. The record December 2025 quarter, at $143.8 billion, shows that even at this size Apple can still post double-digit growth when a strong product cycle, in this case the iPhone 17, lands well. The numbers that follow break this picture down across Apple's segments, geographies and competitive position. Read together, these measures show a business that is simultaneously at its commercial peak and in the early stages of a deliberate reinvention around software and services.

Revenue by Segment

Apple Revenue by Product and Service Segment

Apple reports its revenue across five segments, and the split reveals how the business is evolving. The iPhone remains the giant, generating around $209 billion in fiscal 2025, close to half of all revenue and the foundation of everything else. Services, at about $109 billion, is the clear number two and the engine of growth, while the remaining three hardware lines are smaller but substantial: Wearables, Home and Accessories at roughly $35 billion, the Mac at about $34 billion, and the iPad at around $28 billion. Apple's full net sales by operating segment show the long-term shift from a hardware-only company toward one increasingly balanced between devices and the recurring services that run on them, even as the iPhone keeps its central place. The gradual rebalancing of that mix, from a company defined almost entirely by one device toward one with several large and complementary revenue streams, is among the most important strategic shifts in Apple's recent history.

Apple revenue by segment 2025 iPhone services Mac iPad wearables share donutApple Revenue by Segment, FY2025Apple revenue by segment 2025 iPhone services Mac iPad wearables share donut 50%iPhone share

Services

The Rise of Apple Services

If the iPhone defines Apple's past and present, Services increasingly defines its future. Revenue from the App Store, iCloud, Apple Music, Apple TV+, AppleCare, advertising and payments has climbed from around $20 billion in 2015 to about $109 billion in fiscal 2025, and set a record $30 billion in the December 2025 quarter alone. Crucially, this services revenue carries gross margins near 75%, roughly double those of hardware, so it contributes disproportionately to profit. As the installed base grows and Apple adds new subscriptions and features, services have become the company's most reliable source of recurring, high-margin income, smoothing the lumpiness of the hardware upgrade cycle and giving investors a growth story that does not depend solely on selling more devices each year. The result is a business that increasingly resembles a subscription company wrapped around a hardware maker, with the higher valuation multiples and more predictable cash flows that such a model tends to command in financial markets.

Underpinning all of these segments is the ecosystem itself, Apple's most powerful and least visible asset. With more than 2.5 billion active devices, a base equal to roughly a third of the world's population, and most iPhone owners using two or more Apple products, the company has built a web of hardware, software and services that is unusually difficult to leave. A user's photos, messages, purchases, subscriptions and devices all work together in a way that raises the cost of switching to a competitor. This stickiness is what allows Apple to charge premium prices, to keep customers buying its next device, and to layer ever more services on top of the relationship. The active-device count, more than any single revenue line, is the truest measure of the foundation on which Apple's future earnings rest.

Apple services revenue growth 2015 2026 billions App Store iCloud lineApple Services Revenue, 2015-2026Apple services revenue growth 2015 2026 billions App Store iCloud line $20Bln 2015$109Bln 2025

Revenue by Geography

Apple Revenue by Region

Apple is a truly global business, but its revenue is concentrated in a few large markets. The Americas, led by the United States, are by far the biggest, contributing around $180 billion in fiscal 2025, followed by Europe at about $110 billion and Greater China at roughly $64 billion. Japan and the rest of the Asia-Pacific region account for most of the remainder. Apple's net sales by region highlight both its strength in wealthy Western markets and the strategic importance of China's economy, where it faces intense competition from domestic rivals and where revenue has come under pressure. Emerging markets such as India are a growing focus, expected to provide much of Apple's future unit growth as smartphone penetration rises and the company expands its retail and manufacturing footprint there. For all its Western strength, Apple's long-term growth increasingly depends on converting first-time buyers in these large, fast-growing markets into lifelong members of its ecosystem.

Apple revenue by region 2025 Americas Europe Greater China Japan billions barApple Revenue by Region, FY2025Apple revenue by region 2025 Americas Europe Greater China Japan billions bar $180BAmericas

iPhone

The iPhone, Apple's Core Business

Nearly two decades after its launch, the iPhone is still the single most important product in technology. It generated around $209 billion in fiscal 2025 and, after a strong reception for the iPhone 17 lineup, drove the record December quarter with $85 billion in a single three-month period. iPhone sales revenue has been broadly flat for several years as the smartphone market matured, but the 2025 cycle, helped by AI features and strong demand in key markets, returned the franchise to double-digit growth. The iPhone is more than a product; it is the gateway to Apple's entire ecosystem, the device that pulls users into Services, Wearables and the Mac, and the anchor of the company's pricing power. Its health remains the most important single variable in Apple's financial future. As long as the iPhone holds its place at the centre of hundreds of millions of digital lives, the rest of Apple's empire has a stable foundation on which to build.

Apple's financial strength is matched by the scale at which it returns money to shareholders. Over the past decade the company has spent more than $700 billion buying back its own shares, steadily shrinking its share count and lifting earnings per share, alongside a growing dividend. This relentless capital return, funded by the company's enormous free cash flow, has been a major driver of the stock's long climb. At the same time Apple maintains a fortress balance sheet, with a large cash pile and manageable debt, giving it the flexibility to invest heavily in research, weather downturns and pursue acquisitions. Few companies of

any size combine such generous shareholder returns with such heavy reinvestment in their own future.

Apple iPhone revenue annual 2010 2026 billions trend lineApple iPhone Revenue, 2010-2026Apple iPhone revenue annual 2010 2026 billions trend line $25BIn 2010$209BIn 2025

Net Income

Apple Net Income and Profitability

Apple's profitability is the quiet engine behind its valuation. Net income rose to an all-time high of about $112 billion in fiscal 2025, with gross margins around 46% and operating margins near 30%, levels that are extraordinary for a company that sells physical hardware in enormous volumes. The shift toward high-margin services, combined with disciplined cost control and a vast, efficient supply chain, has steadily lifted profitability even as revenue growth has slowed. Apple has also returned hundreds of billions of dollars to shareholders through buybacks and dividends, a major force in US financial markets, shrinking its share count and boosting earnings per share. That financial firepower funds heavy investment, including roughly $35 billion a year in research and development, now increasingly directed at artificial intelligence and spatial computing. It is this relentless reinvestment of profit into the next generation of products, rather than any single device, that has kept Apple at the technological frontier across multiple computing eras.

Apple net income worldwide 2010 2026 billions profit line all time highApple Net Income Worldwide, 2010-2026Apple net income worldwide 2010 2026 billions profit line all time high $112BFY2025, a record

Quarterly Revenue

Apple Quarterly Revenue and the Record December Quarter

Apple's revenue is highly seasonal, peaking in the holiday quarter that opens each fiscal year, and the December 2025 quarter was the largest in the company's history. Revenue hit $143.8 billion, up 16% year over year, with net income of $42 billion, as the iPhone 17 lineup and a record Services result combined to beat expectations. The pattern of Apple's recent quarters shows steady growth interrupted by the usual seasonal swings, and the scale of that holiday peak underscores how much the company still depends on a strong autumn product launch. Behind these results sits a workforce of around 164,000 people; Apple's headcount has grown roughly fivefold since 2010, spanning retail stores, engineering, operations and a fast-expanding artificial-intelligence effort. The seasonal rhythm of those quarters, with a towering holiday peak followed by quieter spring and summer periods, is a structural feature of a business still anchored to the annual iPhone launch.

Apple quarterly revenue FY2025 FY2026 December quarter record billions barApple Quarterly Revenue, Recent QuartersApple quarterly revenue FY2025 FY2026 December quarter record billions bar $143.8BQ1 FY2026 record

Smartphone Market Share

Apple in the Global Smartphone Market

By raw unit shipments, Apple is not the world's largest phone maker, but it is the most profitable by a wide margin. Apple holds around 18% of global smartphone shipments in 2025, just behind Samsung at roughly 19% and ahead of Chinese rivals such as Xiaomi, vivo and OPPO, though it frequently tops the table in the holiday quarter and in mature markets. The fuller picture of smartphone market share by vendor understates Apple's true position, because it concentrates almost entirely on the premium tier, capturing the large majority of the industry's profits and revenue despite shipping fewer units than its volume-focused competitors. In effect, Apple has chosen value over volume, dominating the high end while ceding the low-cost market to others. That strategy of prioritising profit per unit over sheer market share has made Apple the most financially successful phone maker in history, even though it has never been the largest by volume.

Apple's size has also made it a magnet for regulators. In the United States, the company faces a major antitrust case over the alleged dominance of the iPhone, while in Europe the Digital Markets Act has forced it to open up parts of its tightly controlled ecosystem, including allowing rival app stores and alternative payment systems. These pressures strike at the heart of the high-margin Services business, particularly the App Store, and at the seamless integration that defines the Apple experience. How the company adapts to a more regulated world, balancing openness against the control that has long underpinned its model, is one of the defining uncertainties hanging over its otherwise commanding 2026 position.

Global smartphone market share by vendor 2025 Samsung Apple Xiaomi percent barGlobal Smartphone Market Share by Vendor, 2025Global smartphone market share by vendor 2025 Samsung Apple Xiaomi percent bar 18%Apple

Big Tech Comparison

Apple Against Its Big Tech Peers

Among the technology giants, Apple stands out for the size and profitability of its consumer franchise. Its roughly $416 billion in annual revenue puts it ahead of Alphabet, the parent of Google, at around $385

billion, and Microsoft at about $282 billion, though each company's fiscal calendar and business mix differ. What sets Apple apart is the durability of its hardware-plus-services model and its unmatched brand, which together give it pricing power few rivals can match. Where Microsoft and Alphabet lean heavily on enterprise software, cloud and advertising, Apple's fortunes rest on consumers choosing to buy and re-buy its devices and subscriptions. All three are now racing to lead in artificial intelligence, a contest that will shape the next decade of the industry and that has driven their combined value on the Nasdaq stock market to historic highs in 2026. The race between them to define the artificial-intelligence era is now the single most important competitive dynamic in global technology, with the next decade of leadership at stake.

The clearest test of Apple's next decade lies in two emerging arenas. The first is artificial intelligence, where Apple Intelligence and a long-promised overhaul of Siri aim to weave generative AI through the company's products, an area in which Apple has been seen as trailing rivals such as Google and OpenAI. The second is spatial computing, where the Vision Pro headset represents an expensive, long-term bet on a new category that has yet to reach the mass market. Success in either could open a fresh growth engine to rival the iPhone or Services, while failure in both would leave Apple dependent on a maturing smartphone business. The company's vast resources buy it time, but the strategic stakes in 2026 have rarely been higher.

Apple Alphabet Microsoft revenue comparison 2025 billions bar big techApple vs Alphabet vs Microsoft Revenue, 2025Apple Alphabet Microsoft revenue comparison 2025 billions bar big tech
$416BApple$282BMicrosoft

Market Capitalisation

Apple's Market Value and the Road to $4 Trillion

Apple's rise is written most dramatically in its market value. The company became the first US business worth $1 trillion in 2018, doubled to $2 trillion by 2020, crossed $3 trillion in the early 2020s, and reached the $4 trillion threshold in early 2026, standing at around $4.5 trillion by mid-year, a sum that dwarfs whole national financial markets. That makes it one of the two most valuable public companies in the world, vying for the top spot with the leaders of the artificial-intelligence era. The valuation reflects investors' confidence in Apple's recurring services revenue, its loyal installed base, and its potential to monetise AI across more than 2.5 billion devices. Whether Apple can hold that position will depend on its execution in artificial intelligence and spatial computing, the two arenas where the next phase of its long growth story

will be decided. How Apple answers that question, after years seen as a follower in AI, will determine whether its valuation reflects future growth or past success.

Apple market capitalization milestones 1 trillion 2 3 4 trillion 2018 2026 barApple Market Capitalisation Milestones, 2018-2026Apple market capitalization milestones 1 trillion 2 3 4 trillion 2018 2026 bar $4.5TJune 2026

$416BFY2025 RevenueA record, up 6% year over year. Source: Apple 2026. $4.5TMarket CapAmong the world's most valuable. Source: market data 2026. 2.5B+Active DevicesAn all-time high. Source: Apple 2026. $109BServices RevenueRecord, about 26% of sales. Source: Apple 2026.

Taken together, the statistics describe a company at an extraordinary peak that is also, quietly, reinventing itself. Apple in 2026 combines record revenue and profit, a market value near $4.5 trillion, and an ecosystem of more than 2.5 billion devices, yet its leadership is staking the future on artificial intelligence and new computing forms rather than resting on the iPhone. For investors and analysts, the key indicators to watch are the growth of Services, the health of the iPhone franchise, Apple's progress in AI, its position in China and India, its exposure to the global growth rate and its progress on the carbon emissions of its products. By every conventional measure Apple has never been larger or more profitable, but the central question for the years ahead is whether it can lead the next technological era as decisively as it led the smartphone one. On the evidence of 2026, Apple has rarely looked stronger, yet rarely faced a more open question about whether its next act can match its last.

FAQ

Frequently Asked Questions: Apple in 2026

Apple posted record revenue of about $416 billion in its 2025 fiscal year, which ended in September 2025, up roughly 6% from $391 billion the year before. Net income reached an all-time high of $112 billion. Momentum continued into 2026, with the December quarter setting an all-time record of $143.8 billion in revenue. Source: Apple, SEC filings 2026.

Apple's market capitalisation was around $4.5 trillion in June 2026, making it one of the two most valuable companies in the world. The company first crossed $1 trillion in 2018, $2 trillion in 2020 and $3 trillion in the early 2020s, before reaching the $4 trillion threshold in early 2026 amid an AI-driven rally. Source: market data 2026.

The iPhone is still Apple's largest business, generating around $209 billion, or about half of all revenue, in fiscal 2025. Services, including the App Store, iCloud, Apple Music and Apple TV+, is the second largest and fastest-growing segment at about $109 billion. Wearables, Mac and iPad each contribute roughly $28 billion to $35 billion. Source: Apple, SEC filings 2026.

Apple's Services revenue reached about $109 billion in fiscal 2025 and set an all-time quarterly record of $30 billion in the December 2025 quarter. Services now make up roughly a quarter of Apple's revenue and carry far higher margins than hardware, at around 75%, making them central to the company's profitability and growth. Source: Apple, SEC filings 2026.

Apple's installed base passed 2.5 billion active devices in 2026, an all-time high across every product category and region. This vast and loyal ecosystem, with most iPhone owners using several Apple products, underpins the Services business and gives Apple unusually strong customer retention and pricing power. Source: Apple 2026.

Apple's research and development spending reached roughly $35 billion in fiscal 2025, up from about $31 billion the year before, and has climbed steadily for two decades. Much of the recent increase reflects investment in Apple Intelligence, artificial intelligence infrastructure, and spatial computing through the Vision Pro. Source: Apple, SEC filings 2026.

The Americas are Apple's largest market, generating around $180 billion in fiscal 2025, followed by Europe at about $110 billion and Greater China at roughly $64 billion. Japan and the rest of the Asia-Pacific region make up most of the remainder. Greater China has been a particular focus, with revenue there under competitive pressure. Source: Apple, SEC filings 2026.

Apple holds around 18% of the global smartphone market by shipments in 2025, placing it second behind Samsung at about 19%, though Apple often leads in individual quarters and dominates the premium segment. By value and profit, Apple captures a far larger share than its unit numbers suggest. Source: IDC, market data 2026.

Apple employs around 164,000 full-time staff worldwide as of 2026, a figure that has grown steadily from about 35,000 in 2010. The workforce spans retail, engineering, operations and corporate roles, with retail employees in the company's hundreds of stores making up a large share. Source: Apple, SEC filings 2026.

Yes. The financial figures are drawn from Apple's own quarterly and annual results filed with the US Securities and Exchange Commission, with market value from public market data and smartphone share

from industry trackers such as IDC. Fiscal-year figures run to September, and the 2026 full-year values are estimates where the year is incomplete. Source: Apple, SEC filings 2026.

Sources

Apple Inc. - Fourth Quarter and Fiscal 2025 Results (SEC Form 8-K) - The core source, confirming record fiscal 2025 revenue of $416 billion and an all-time high net income.

Apple Inc. quarterly and annual SEC filings (10-K, 10-Q, 8-K) - Source for segment, geographic and quarterly revenue, net income, research and development spending and employee numbers, including the record $143.8 billion December 2025 quarter.

Public market data providers - Source for Apple's market capitalisation of around $4.5 trillion in mid-2026 and its ranking among the world's most valuable companies.

IDC and industry trackers - Source for global smartphone market share by vendor and mobile operating-system share.

Financial figures are drawn from Apple's filings with the US Securities and Exchange Commission, with market value from public market data and device-share figures from industry trackers. Fiscal years end in late September; values marked 2026E are estimates where the year is incomplete, and forecast horizons are shown as published. Figures are rounded for clarity. This report is informational and not investment advice.

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