



STATISTICS DOSSIER

Apple: statistics and facts

29 reports · 7 sections · Edition October 2026

-\$56B

USED 2015

\$499

APPLECARE+ 2YR

~20%

FY2012 PEAK

~21%

APPLE NOW

ABOUT THIS DOSSIER

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.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
-\$56B	Used 2015	Apple Investing Cash Flow 2015-2026: Chart & Data
\$499	AppleCare+ 2yr	Apple Vision Pro Accessories Price List 2026: Full Cost
~20%	FY2012 Peak	iPad Share of Apple Revenue 2010-2026
~21%	Apple Now	Wearables Market Share by Vendor 2014-2026: Apple Leads
25.6M	2025 Macs	Apple Mac Shipments Quarterly 2024-2026: Data
~23%	North America Penetration — Q1 2026 Est.	Apple TV+ Penetration Rate Worldwide 2022-2026 — By Region
3,400kg	Mac Pro	Apple Device Carbon Footprint 2026: by Product

\$31.0B

Record Quarter

Apple Services Revenue 2013-2026: Quarterly Chart
& Data**CONTENTS****1. Chart**

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01

Chart

6 reports

1.1

Apple Investing Cash Flow 2015-2026: Chart & Data

Updated Jun 20, 2026

-\$56B

USED 2015

+\$46B

MADE 2019

+\$15B

2025 INFLOW

~\$11B

AVG CAPEX

-\$100B

CUMULATIVE

~10%

CAPEX/OCF

Apple cash usage in investing activities, 2015 to 2026: net investing cash flow swung from a 56 billion dollar outflow to inflows as Apple sold securities.

Full report with charts and data: businessstats.com/apple-s-cash-usage-in-investing-activities

1.2

Apple Services Revenue 2013-2026: Quarterly Chart & Data

Updated Jun 18, 2026

\$31.0B

RECORD QUARTER

\$109B

FY2025 TOTAL

+16%

Q2 YOY GROWTH

~26%

OF APPLE REVENUE

~7x

SINCE 2013

\$3.9B

Q1 FY2013

Apple iTunes, software and services revenue by quarter, fiscal 2013-2026: from \$3.9B to a record \$31B a quarter, with annual totals, growth and revenue share.

Full report with charts and data: businessstats.com/apples-revenue-from-itunes-software-and-services



1.3

Apple iPhone Revenue Quarterly 2007–2026: Data & Charts

Updated Jun 16, 2026

\$210B

IPHONE FY2025

~\$2.4T

CUMULATIVE

~50%

OF APPLE REVENUE

\$205B

FY2022 PEAK

\$155B

FY2015 PEAK

66%

PEAK SHARE

Apple iPhone revenue from 2007 to 2026: the iPhone grew to about 210 billion dollars in fiscal 2025, over half of Apple sales and more than 2 trillion in total.

Full report with charts and data: businessstats.com/apples-iphone-revenue-since-3rd-quarter-2007

1.4

Apple Number of Employees 2005–2026: Data & Charts

Updated Jun 16, 2026

166K

FY2025 EMPLOYEES

11x

SINCE FY2005

\$2.5M

REVENUE/EMPLOYEE

\$675K

PROFIT/EMPLOYEE

+48%

FY2008 HIRING

-3K

FY2023 CHANGE

Apple number of employees from 2005 to 2025: the workforce grew from about 14,800 to a record 166,000, with revenue per employee reaching 2.5 million dollars.

Full report with charts and data: businessstats.com/number-of-employees-of-apple-since-2005



1.5

Apple Net Income Worldwide FY 2005–2025: Data & Charts

Updated Jun 16, 2026

\$112B

FY2025 RECORD

~27%

FY2025 MARGIN

\$99.8B

FY2022

~\$1T

CUMULATIVE

84x

20-YR GROWTH

+19%

FY2025 YOY

Apple net income worldwide from fiscal 2005 to 2025: profit grew from about 1.3 billion dollars to a record 112 billion, with net margin near 27 percent.

Full report with charts and data: businessstats.com/apples-net-income-since-2005

1.6

Apple Revenue Quarterly FY 2005–2026: Data & Chart

Updated Jun 15, 2026

\$143.8B

RECORD QUARTER

\$111.2B

Q2 FY2026

+17%

Q2 YOY GROWTH

\$416B

FY2025 REVENUE

~\$4.5T

TOTAL SINCE 05

\$3.5B

Q1 FY2005

Apple quarterly revenue from fiscal 2005 to 2026: from a 3.5 billion dollar quarter to a record 143.8 billion, with fiscal 2025 reaching 416 billion.

Full report with charts and data: businessstats.com/apples-global-revenue-since-1st-quarter-2005



02

Apple Vision

3 reports

2.1

Apple Vision Pro Accessories Price List 2026: Full Cost

Updated Jun 18, 2026

\$499

APPLECARE+ 2YR

\$199

TRAVEL CASE

\$99-149

ZEISS LENSES

\$99

EACH BAND

\$19

CHEAPEST

~\$1,200

FULL KIT

Apple Vision Pro accessories price 2026: travel case \$199, battery \$199, ZEISS lenses \$99-149, bands \$99, AppleCare+ \$499 in the US, plus full cost breakdown.

Full report with charts and data: businessstats.com/apple-vision-pro-accessories-price-list

2.2

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

Updated Jun 17, 2026

\$3,499

256GB BASE

\$3,699

512GB

\$3,899

1TB TOP

\$200

PER STEP

~\$5,000

FULLY LOADED

7x

OF A QUEST 3

Apple Vision Pro price by storage in 2026: the 256GB costs \$3,499, 512GB \$3,699 and 1TB \$3,899 in the US, plus accessories and total cost of ownership.

Full report with charts and data: businessstats.com/apple-vision-pro-price-list



2.3

Apple Vision Pro Sales 2024-2028: Shipments & Forecast

Updated Jun 17, 2026

390k

2024 LAUNCH

2025

90%+

FORECAST MISS

~75%

ENTERPRISE

\$3,499

LAUNCH PRICE

~0.5M

CUMULATIVE

Apple Vision Pro shipment forecast, 2024 to 2028: about 390,000 units shipped in 2024, collapsing to under 100,000 in 2025, with an uncertain recovery ahead.

Full report with charts and data: businessstats.com/apple-vision-pro-shipments



03

Apple Revenue

3 reports

3.1

iPad Share of Apple Revenue 2010-2026

Updated Jun 17, 2026

~20%

FY2012 PEAK

~7%

TODAY

23%

TOP QUARTER

~6%

RECENT LOW

FY11-12

PEAK ERA

1/3

OF PEAK NOW

iPad share of Apple revenue, 2010 to 2026: the iPad share peaked near 20 percent around 2012, then declined steadily to around 6 to 7 percent by the mid-2020s.

Full report with charts and data: businessstats.com/ipad-revenue-as-share-of-apples-total-revenue

3.2

iPhone Share of Apple Revenue Quarterly 2009-2026

Updated Jun 16, 2026

66%

PEAK SHARE

~50%

FY2025 SHARE

~59%

AVG HOLIDAY Q

30%

FY2009 SHARE

~47%

AVG SUMMER Q

26%

SERVICES FY25

iPhone share of Apple revenue, 2009 to 2026: the iPhone peaked near two-thirds of sales in fiscal 2015 and sits around half today, with a strong holiday peak.

Full report with charts and data: businessstats.com/iphone-revenue-as-share-of-apples-total-revenue



3.3

Apple Revenue Worldwide — Statistics & Facts 2004–2026

Updated Oct 6, 2026

\$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

Apple revenue journey from \$13.9B in 2005 to over \$391B today. This page tracks every annual net sales figure, quarterly breakdown by product (iPhone, Mac, Services, Wearables) and the key events that shaped each year's numbers.

Full report with charts and data: businessstats.com/total-net-sales-of-apple-since-2005



04

Vendor Apple

2 reports

4.1

Wearables Market Share by Vendor 2014-2026: Apple Leads

Updated Jun 19, 2026

~21%

APPLE NOW

~33%

APPLE PEAK

~13%

XIAOMI

~11%

HUAWEI

~45%

FITBIT 2014

0%

FITBIT TODAY

Wearables shipment market share by vendor, Q1 2014 to Q4 2026: Apple leads but has fallen from a peak near 33% as Xiaomi, Huawei and others rose.

Full report with charts and data: businessstats.com/quarterly-wearables-shipments-worldwide-market-share-by-vendor

4.2

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

Updated Jun 19, 2026

~40%

APPLE Q1'26

+7.9%

IPAD GROWTH

~17%

SAMSUNG Q1'26

14.8M

IPADS SHIPPED

37M

MARKET SIZE

+2.9pp

APPLE GAIN

Tablet market share worldwide by vendor, Q1 2025 vs Q1 2026: Apple leads at 40%, up from 37%, ahead of Samsung, Lenovo, Huawei and Xiaomi.

Full report with charts and data: businessstats.com/market-share-held-by-tablet-vendors



05

Apple Mac

2 reports

5.1

Apple Mac Shipments Quarterly 2024-2026: Data

Updated Jun 17, 2026

25.6M

2025 MACS

+11%

2025 GROWTH

#4

PC VENDOR

~9%

PC SHARE

7.1M

Q4 PEAK

Apple Mac shipments, 2024 to 2026: IDC estimates Apple shipped 25.6 million Macs in 2025, up 11 percent, as the fourth-largest PC vendor worldwide.

Full report with charts and data: businessstats.com/sales-of-apple-mac-computers-since-first-quarter-2006

5.2

Apple Mac Revenue Quarterly FY2006-2026: Data

Updated Jun 17, 2026

\$40B

FY2022 PEAK

\$33.7B

FY2025 REVENUE

~8%

OF APPLE

M1

LATE 2020

\$400B+

SINCE 2006

~\$8B

PER QUARTER

Apple Mac revenue, fiscal 2006 to 2026: Mac sales peaked above 40 billion dollars in 2022, then settled near 34 billion by fiscal 2025.

Full report with charts and data: businessstats.com/apples-revenue-from-macintosh-computers-since-first-quarter-2006



06

Apple TV+

2 reports

6.1

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

Updated May 10, 2026

~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

Apple TV+ penetration rate by region Q4 2022 to Q1 2026: North America ~23%, Europe ~12%, Asia-Pacific ~5%, Latin America ~4%. All Business Stats Research estimates — Apple publishes no data.

Full report with charts and data: businessstats.com/global-apple-tv-plus-penetration-by-region

6.2

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

Updated May 6, 2026

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

Apple TV+ leads SVOD exclusivity at 99.2% in Q2 2026. Disney+ 83.7%, Netflix 67.4%, Hulu 42.8%, Amazon 38.2%. Content exclusivity by platform ranked worldwide.



Full report with charts and data: businessstats.com/content-exclusivity-on-svod-services



07

More statistics

11 reports

7.1

Apple Device Carbon Footprint 2026: by Product

Updated Jun 20, 2026

3,400kg

MAC PRO

12kg

APPLE WATCH

55kg

IPHONE 17

~80%

MANUFACTURING

280x

RANGE

-42%

IPHONE SINCE 6

Carbon emissions of Apple flagship devices in 2026 by product: lifecycle footprints range from about 12 kg for the Apple Watch to 3,400 kg for the Mac Pro.

Full report with charts and data: businessstats.com/carbon-emissions-of-apple-flagship-devices

7.2

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

Updated Jun 20, 2026

\$44B

R&D 2026

\$34.6B

R&D 2025

\$0.8B

R&D 2007

~50x

INCREASE

~10%

INTENSITY

\$300B+

TOTAL SPENT

Apple research and development expenditure 2007 to 2026: R&D spending rose from 0.8 billion dollars to an estimated 44 billion, an all-time high driven by AI.

Full report with charts and data: businessstats.com/apple-expenses-for-research-and-development



7.3

Apple App Store Apps by Category 2026: Full Breakdown

Updated Jun 18, 2026

~241k GAMES APPS	~1.9M TOTAL APPS	~13% GAMES SHARE
~50% TOP 5 SHARE	~95% FREE APPS	26 CATEGORIES

Apple App Store apps by category in Q2 2026: Games lead with about 241,000 apps, ahead of Business, Education and Lifestyle, out of roughly 1.9 million.

Full report with charts and data: businessstats.com/apple-app-store-number-of-available-apps-by-category

7.4

Apple Services Revenue Share 2015–2026: Quarterly

Updated Jun 18, 2026

~29% PEAK SHARE	~26% FY2025 AVG	~21% Q1 FY2026
~10% IN 2015	2.5x SINCE 2016	43 QUARTERS

Services as a share of Apple total revenue by quarter, fiscal 2015–2026: rising from about 10% to a peak near 29%, with annual averages, seasonality and trend.

Full report with charts and data: businessstats.com/services-revenue-as-share-of-apples-total-revenue



7.5

Apple iPad Revenue Quarterly FY2010–2026

Updated Jun 17, 2026

\$32B

FY2013 PEAK

\$18.8B

FY2018 TROUGH

\$32B

FY2021 REBOUND

~7%

OF APPLE

~\$28B

FY2025

\$400B+

SINCE 2010

Apple iPad revenue, fiscal 2010 to 2026: iPad sales peaked near 32 billion dollars in 2013, fell under 19 billion by 2018, then recovered to the high-twenties.

Full report with charts and data: businessstats.com/apples-global-revenue-from-ipad-sales-by-quarter

7.6

Apple iPhone Shipments Quarterly 2010–2026: Data

Updated Jun 17, 2026

247M

2025 RECORD

#1

GLOBAL VENDOR

~3B

CUMULATIVE

~74M

AVG HOLIDAY Q

236M

2021 RECORD

~19%

GLOBAL SHARE

Apple iPhone shipments worldwide, 2010 to 2026: Apple shipped a record 247 million iPhones in 2025 and became the largest smartphone vendor in the world.

Full report with charts and data: businessstats.com/global-apple-iphone-sales-since-3rd-quarter-2007



7.7

Apple iOS Version Market Share 2018–2026: Data

Updated Jun 16, 2026

~68%

IOS 26 SHARE

~19%

IOS 18 SHARE

>85%

TWO NEWEST

~6mo

TO TWO THIRDS

~12mo

VERSION REIGN

~3

VERSIONS OVER 1%

Apple iOS version market share, 2018 to 2026: by mid-2026 iOS 26 runs on about two thirds of iPhones, with the two newest versions on most devices.

Full report with charts and data: businessstats.com/mobile-apple-ios-version-share-worldwide

7.8

Apple Net Sales by Operating Segment FY 2012–2026

Updated Jun 15, 2026

\$178B

AMERICAS FY25

\$111B

EUROPE FY25

\$64B

GTR CHINA FY25

~43%

AMERICAS SHARE

~70%

AMERICAS+EUROPE

+28%

CHINA Q2 FY26

Apple net sales by operating segment: the Americas led at 178 billion dollars in fiscal 2025, ahead of Europe, while Greater China fell from its 2022 peak.

Full report with charts and data: businessstats.com/quarterly-segments-revenue-of-apple



7.9

Where Does Apple Make Its Money? Revenue by Region Explained

Updated Jun 16, 2026

\$178B

AMERICAS FY2025 (LEADER)

\$111B

EUROPE FY2025

\$64B

GREATER CHINA FY2025

43%

AMERICAS SHARE

15%

CHINA SHARE (WAS 25%)

\$111B

Q2 FY2026 TOTAL

Apple net sales by region: the Americas leads at \$178B in 2025, Europe has overtaken Greater China for second, and China's share has fallen to 15%.

Full report with charts and data: businessstats.com/quarterly-revenue-of-apple-by-geographical-region

7.10

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

Updated Jun 19, 2026

\$416B

APPLE 2025

\$403B

ALPHABET 2025

\$282B

MICROSOFT 2025

~18x

ALPHABET GROWTH

\$1.1T

COMBINED 2025

\$60B

MSFT IN 2008

In 2008 Microsoft crushed both. By 2025 Apple leads at \$416B, Google's right behind at \$403B - and in 2026 Google could take the crown. See the full race.

Full report with charts and data: businessstats.com/comparison-of-apple-and-google-revenues



7.11

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

Updated Jun 8, 2026

\$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

Apple statistics & facts 2026: record FY2025 revenue of \$416 billion, net income of \$112 billion, a \$4.5 trillion market cap and 2.5 billion active devices.

Full report with charts and data: businessstats.com/apple



HOW TO CITE THIS DOSSIER

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Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 18, 2026.

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