

- [Home](#)
- [News](#)
- [Insights](#)
- [Guides](#)
- [Events](#)
- [Podcast](#)
- [Webinars](#)
- [App Data](#)
- [Marketplace](#)
- [App Developers](#)
- [Mobile Advertising](#)
- [Affiliate](#)
- [Downloads](#)

 [Subscribe](#) [Advertise](#)

[in](#) [t](#) [f](#)



- [Marketplace](#)
 - [App Developers](#)
 - [iOS App Developers](#)
 - [Android App Developers](#)
 - [UK App Developers](#)
 - [USA App Developers](#)
 - [India App Developers](#)
 - [Mobile Advertising](#)
 - [Mobile Ad Networks](#)
 - [Ad Fraud Tools](#)
 - [Mobile Ad Analytics](#)
 - [Ad Servers](#)
 - [Mobile DSPs](#)
 - [Retargeting](#)
 - [App Installs](#)
 - [Offer Walls](#)
 - [CPI Ads](#)
 - [App Marketing](#)
 - [Growth Marketing](#)
 - [Influencer Marketing](#)
 - [App Store Optimization](#)
 - [Apple Search Ads](#)
 - [Affiliate](#)
 - [App Analytics](#)
 - [TikTok Marketing](#)
 - [Push Notifications](#)
 - [Social Media Marketing](#)
 - [App Monetization](#)
 - [User Acquisition](#)
 - [App Builders](#)
 - [App Developer Tools](#)
- [News](#)

- [Insights](#)
- [Podcast](#)
- [App Data](#)
- [Events](#)
 - [Social Video Europe](#)
 - [APS Berlin 2021](#)
 - [App Growth Awards](#)
 - [APS London 2022](#)
 - [APS NYC 2022](#)
 - [Webinars](#)
 - [Events Calendar](#)
- [More](#)
 - [Guides](#)
 - [Downloads](#)
 - [App Leaders](#)

 [Subscribe](#) [Advertise](#)

[in](#) [t](#) [f](#)

[Q](#) [Menu](#)

Search then hit enter...

- [Home](#)
- [App Data](#)
- Apple Statistics (2021)

Apple Statistics (2021)



[David Curry](#)

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☰ Content Menu

- [Apple key statistics](#)
- [Apple statistics](#)
- [iPhone statistics](#)
- [iPad statistics](#)
- [Wearable, Home and Accessories statistics](#)
- [Mac statistics](#)
- [Apple Services statistics](#)

Apple is one of the most influential and recognisable brands in the world, responsible for the rise of the smartphone with the iPhone. Valued at over \$2 trillion in 2021, it is also the most valuable technology company in the world.

Originally known for desktop computers, Apple was one of the first companies to switch to the graphical user interface (GUI) and saw success with the first Macintosh. Steve Jobs, the founder and CEO, was one of technology's first "rockstars", able to sell hardware as more than a tool for work.

Jobs resigned from Apple in 1985 and the company saw a gradual decline over the 1990s, as it struggled to compete with Microsoft on software and Windows manufacturers on hardware sales.



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In a last ditch effort to save the company, Apple acquired Jobs' company NeXT and installed him as advisor and then CEO. He turned the company's fortunes around, launching iTunes and iPod in 2001.

The iPhone saw Apple ascend to one of the most valuable companies in the world, with revenue increasing from \$37.4 billion in 2008 to \$65 billion in 2010.

The success of the iPhone enabled Apple to launch new product categories, such as the iPad. Apple envisioned the tablet as a bridge between the smartphone and laptop, with the capabilities to be both.



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As iPhone revenues have stagnated, Apple has looked for new ways to generate revenue from the iPhone. It launched Apple Watch in 2015, as an accessory to the iPhone which tracks various health and fitness metrics. AirPods were next, which paved the way for wireless headphones to become mainstream.

It has also built out its subscription services to include music and video streaming, video games, fitness and cloud storage. This segment alone generated \$53 billion revenue in 2020, making it Apple's second largest segment.

All eyes are on Apple's next products, which may include a virtual reality headset and self-driving car. The past few product launches have been smaller in scope, like the HomePod and AirPods, and Apple fans are clamouring for the next iPhone.

Apple key statistics

- Apple generated \$274 billion revenue in 2020, 50% came from iPhone sales. Apple's services division was the second largest segment, responsible for 19% of the company's revenue in 2020
- Apple sold 194 million iPhones, 71 million iPads and 20 million Mac and MacBook units in 2020
- Apple's home and wearables division grew 25% in 2020. It sold over 110 million AirPods and 43 million Apple Watches
- Apple Music has 72 million subscribers, Apple TV+ has over 40 million

Apple statistics

Since 2018, Apple has split its business into five segments: iPhone, iPad, Mac, Services and Wearable, Home and Accessories. The iPhone generates the majority of Apple's revenue, but Services and Wearable, Home and Accessories have both seen increased priority in the past few years, as Apple tries to find new ways to prevent revenue stagnation.

Apple revenue

Apple revenue increased dramatically between 2009 to 2012, from \$42.7 to \$156.3 billion. During that period, Apple vastly increased its manufacturing volume through its partner Foxconn, which enabled global iPhone sales. It also saw the launch of the iPad, which added \$19.1 billion revenue in the first year of sales.

Apple quarterly revenue (\$bn)

Share

Year	Revenue
2006	\$19.1 billion
2007	\$24.4 billion
2008	\$37.4 billion
2009	\$42.7 billion
2010	\$65 billion
2011	\$108 billion
2012	\$156.3 billion
2013	\$170.8 billion
2014	\$182.6 billion
2015	\$233.6 billion
2016	\$215.4 billion
2017	\$229 billion
2018	\$265.4 billion
2019	\$260.1 billion
2020	\$274.3 billion

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