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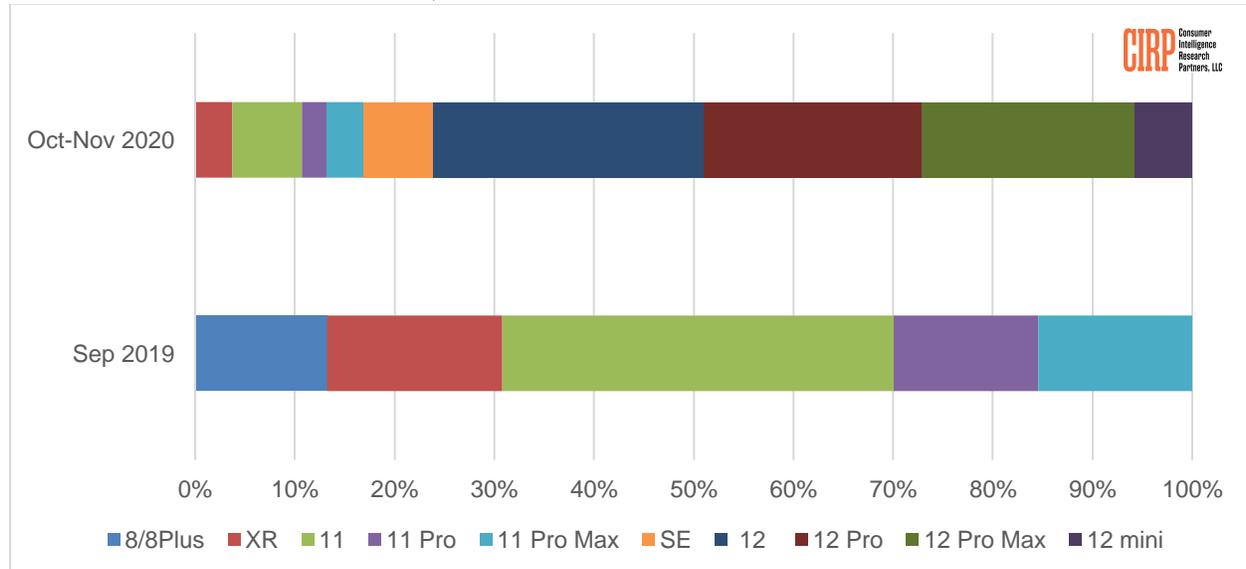
iPhone 12 Models Succeed at Launch

Strong Sales Across Diverse Lineup, But iPhone mini Falls Short

CHICAGO, IL – Monday, January 5, 2021: Consumer Intelligence Research Partners, LLC (CIRP), today released analysis of the results from its research on Apple, Inc. (NASDAQ:AAPL) for the period following launch of the new iPhone 12 models.

CIRP finds that the new iPhone 12 models (12, 12 Pro, 12 Pro Max, and 12 mini) accounted for 76% of US iPhone sales in the period after their launch. iPhone 12 had the largest share for a single model, at 27% (Chart 1).

Chart 1: iPhone Models US Sales Mix, Launch Months



“iPhone 12 models garnered a significant share at launch, but with mixed results, as iPhone 12 mini seems to have been lost among the other models,” said Josh Lowitz, CIRP Partner and Co-Founder. “Apple not only launched a wider range of new models than ever before, and also divided that launch into two pairs of models, so comparison to earlier launches is tricky. In addition, Apple launched a new iPhone SE earlier in the year, further complicating the lineup. Compared to last year’s launch of iPhone 11

models, which accounted for 69% of sales in the period after the launch, the four iPhone 12 models did even better, with 76% of sales. However, there was no clear leader among the new models, with sales evenly distributed among iPhone 12, 12 Pro, and 12 Max. In contrast, in 2019, iPhone 11 had an incredible 39% of sales, with iPhone 11 Pro and Pro Max combining for only 30% of sales.”

“The new iPhone mini likely disappointed Apple with only 6% of sales in the period,” said Mike Levin, CIRP Partner and Co-Founder. “It has most of the same features as the other iPhone 12 models, in a smaller form factor for \$699. Its share was just above that of iPhone XR, launched in 2018 and now priced at \$499, the one-year old iPhone 11, now selling for \$599, and the 2nd generation iPhone SE, launched in April 2020 at \$399. It seems that it’s higher price point compared to those three models limited the iPhone 12 mini appeal.”

CIRP bases its findings on its survey of 243 US Apple customers that purchased an iPhone in the four weeks following the launch of iPhone 12 Pro Max and 12 mini models on November 13, 2020, which was weeks three through six of availability for the iPhone 12 and iPhone 12 Pro. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

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