

Apple, Inc.

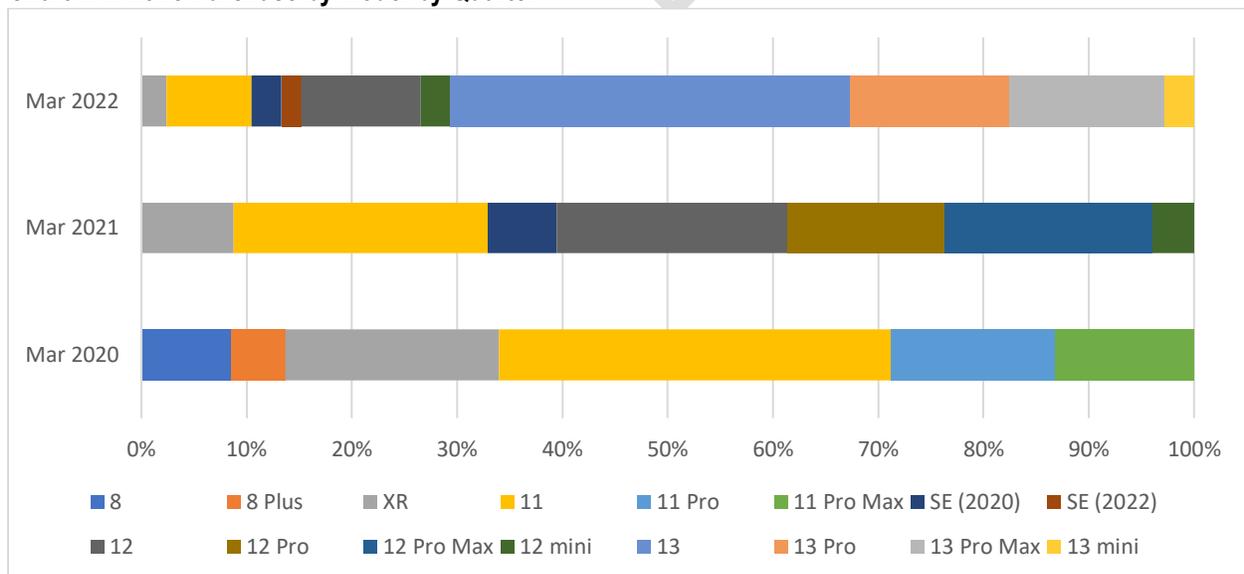
iPhone 13 models have largest share for a new lineup in years

In the March 2022 quarter in the US, Apple saw its new iPhone 13 models deliver some of the best results in many quarters.

- The current flagship model line, including iPhone 13, 13 Pro, 13 Pro Max, and 13 mini, had the largest share of US sales in several years
- iPhone 13 had the largest share for a single model in several years
- iPhone mini models continue to attract only a very small share of buyers
- Buyers now keep their previous phone for a shorter period of time, reversing a long-time trend.

In the March 2022 quarter, the four iPhone 13 models together had 71% of total US sales (Chart 1).

Chart 1: iPhone Purchase by Model by Quarter



The new iPhone 13 models have remained steady over the first two full quarters after launch. In contrast, the then-new iPhone 12 models had only 61% of sales in the year-ago March 2021 quarter.

Among all individual models, the iPhone 13 had the largest share of any single model, with 38%, which was the largest share for any single model in many quarters. In the year-ago March 2021 quarter, the year-old iPhone 11 had the largest share, at 24%, while the iPhone 12, comparable to the current iPhone

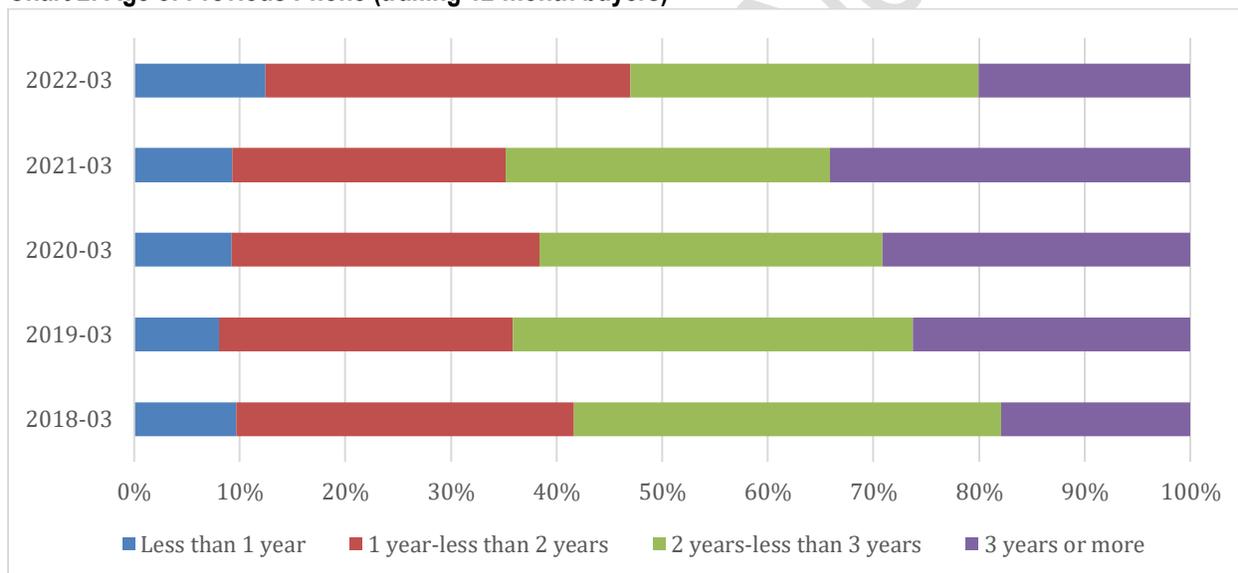
13, had 22% of sales. The iPhone 13 share of 38% in this quarter nearly doubles last year’s iPhone 12 share.

Conversely, iPhone mini models continue to attract few buyers. iPhone 13 mini and 12 mini models each had 3% of total sales. These shares are comparable to the shares for mini models in the December 2021 and March 2021 quarters.

Older models also attract sales. iPhone 11, introduced over two years ago, and iPhone XR, from over three years ago, are still available. Along with iPhone SE, these models accounted for 15% of sales.

One factor explaining strong sales of iPhone 13 models is the recent trend of buyers replacing newer phones. After several years of buyers keeping a previous phone longer, in the past year buyers are now keeping a previous phone for a shorter time. In the March 2022 quarter, 20% of buyers reported having their previous phone for three years or longer, compared to 34% in the March 2021 quarter (Chart 2).

Chart 2: Age of Previous Phone (trailing 12-month buyers)



In the March 2022 quarter 47% of buyers had their previous phone for two years or less, compared to 35% in the March 2021 quarter.

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Consumer Intelligence Research Partners, LLC
111 West Washington Street, Suite 900
Chicago, IL 60602
(312) 344-3664
info@cirpllc.com
www.cirpllc.com