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iPhone 15 Market Forecast

New model always sell better



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EARPHONE



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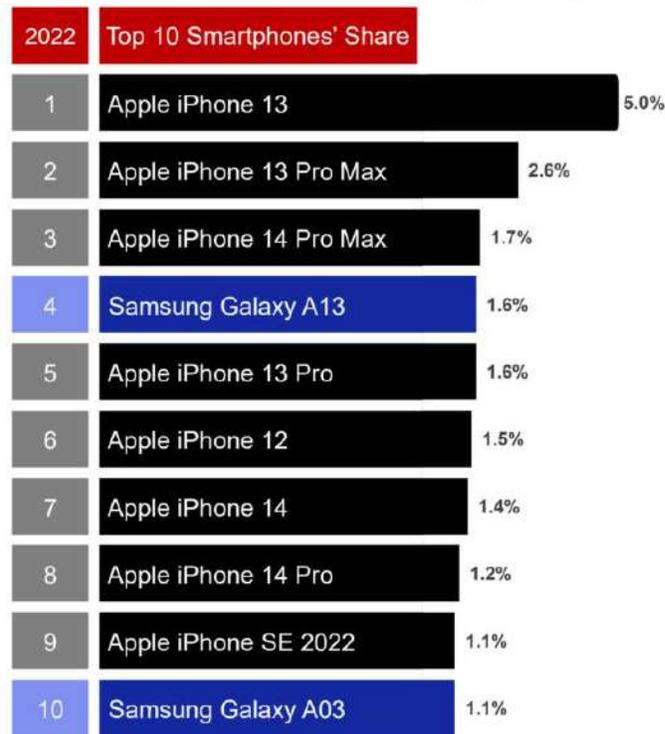
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Top 10 best-selling smartphones worldwide in 2022 by sales share and monthly ranking.

- Apple holds **eight** of the top 10 best-selling smartphones in 2022;
- Apple's **iPhone 13** is the best-selling smartphone in 2022;
- **Pro Max variant** drives more sales than Pro and base models for the first time;
- **iPhone 14 series** surpassed iPhone 13 as the best-selling model from September to December following its September release.

Share of Global Top 10 Best-selling Smartphones, 2022



Monthly Rankings for 2022

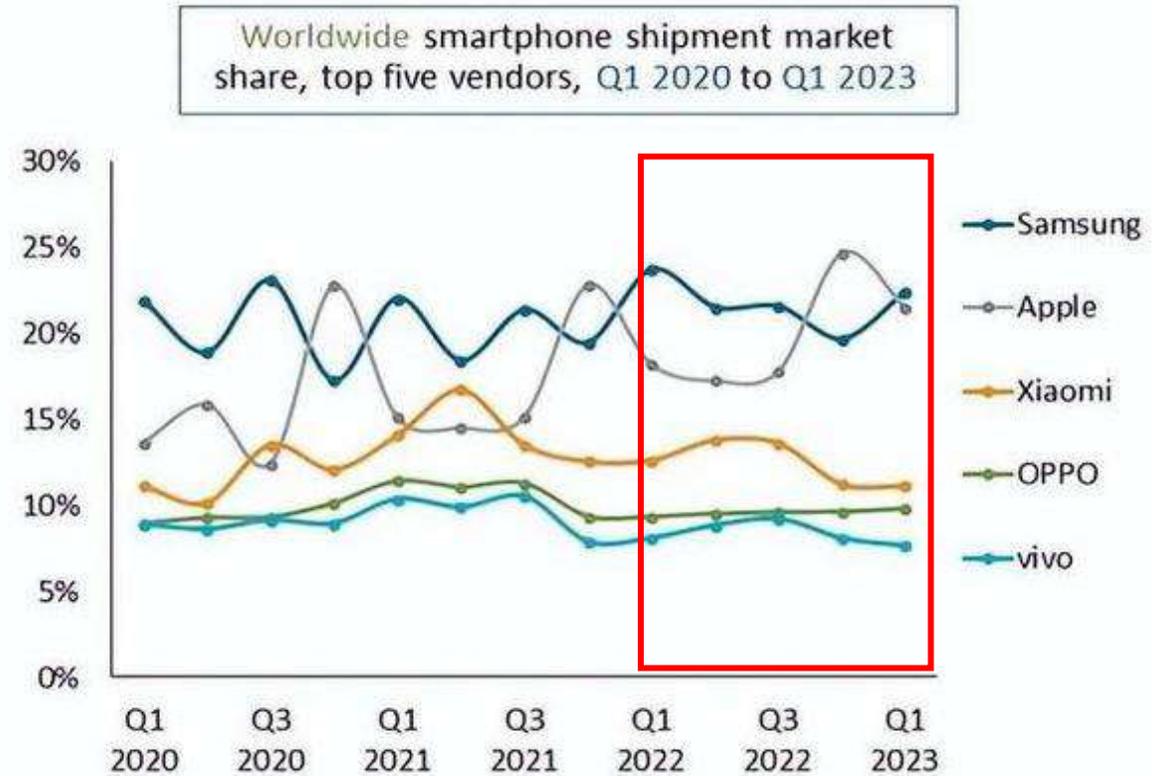
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	1	1	1	1	1	1	1	1	2	4	4	4
2	2	2	2	2	2	2	2	2	7	7	11	15
3									1	1	1	2
4	3	3	4	3	5	5	4	6	9	20	26	28
5			37	7	3	4	3	3	5	5	5	5
6	4	4	3	4	4	3	5	7	11	25	28	31
7									4	3	2	1
8									3	2	3	3
9			14	17	9	7	7	5	6	6	7	8
10			22	6	6	6	6	4	8	8	15	11

Source: Counterpoint's Global Monthly Handset Model Sales (Sell-through) Tracker, Dec 2022

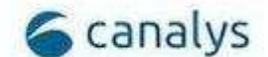


Pushing the envelope to drive growth in the Apple market.

Canalys analyzed the global smartphone shipment market share and concluded that Apple was able to grow its market share rapidly starting in the third quarter of 2022, even surpassing Samsung at one point, due to the strong market performance of the [new iPhone 14 series](#).



Source: Canalys estimates (sell-in), Smartphone Analysis, April 2023



iPhone 14 series sold 26.09 million units in 2 months after its release.

Two months after the release of Apple's iPhone 14 series, sales reached 26.09 million units, with the high-end Pro series accounting for 18.14 million units, or 70 percent of sales. Among them, Apple's iPhone 14 Pro Max ranked first in global sales in the third quarter of last year, with a record high sales ratio of flagship phones above \$800.

Source:Counterpoint Research



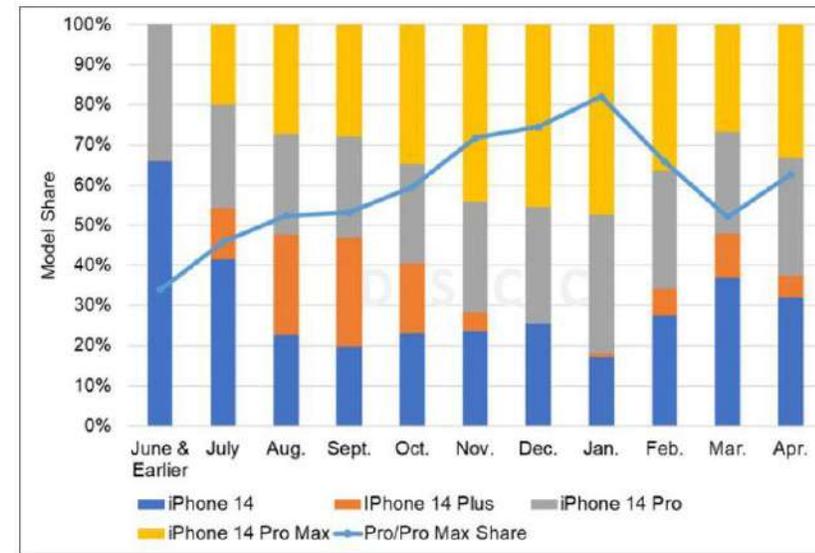
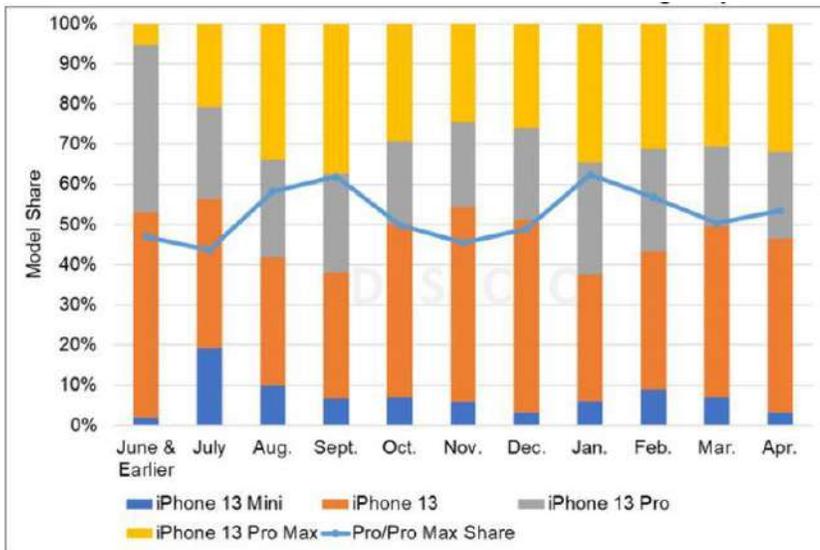
iPhone 14 series display panel shipments are at least 2% higher than the same period of iPhone 13.

Display panel shipments for iPhone 14 recorded **40 million** units in the first quarter of 2023. iPhone 14 Pro Max recorded the largest shipments in the 11-month period with a **36 percent** share, followed by iPhone 14 Pro with a **28 percent** share, iPhone 14 with a **25 percent** share, and iPhone 14 Plus with an **11 percent** share.

Display panel shipments for the iPhone 14 series were at least **2 percent** higher than the iPhone 13 series during the same period.

Through April, the cumulative share of iPhone 14 Pro models is expected to be **63 percent**, compared to 53 percent for iPhone 13 Pro models.

iPhone panel shipment data for June 2022 to April 2023 (two months of forecast allocated)



Source:DSCC



Apple plans to produce 90 million iPhone 15 series phones.

iPhone 15



According to Korean media ETNews, LG Display's supply of OLED panels for Apple's iPhone 15 Pro models has increased by **50%** compared to last year.

Apple orders received by LG Display have been scheduled from May this year to the end of this year, and the order volume is estimated to exceed **30 million** pieces. It is learned from reports that Apple plans to produce **90 million** iPhone 15 series phones this year, with the Pro models account for **60%**.

Best-Selling Smartphones in China in Jan 2023

In the January 2023 statistics of the Chinese market, iPhone leads other brands by a wide margin.

Among the top five models, iPhone occupies four seats, and all of them are new models with higher selling prices. The top 2 sales are iPhone 14 and iPhone 14 Pro Max.

Source:Counterpoint

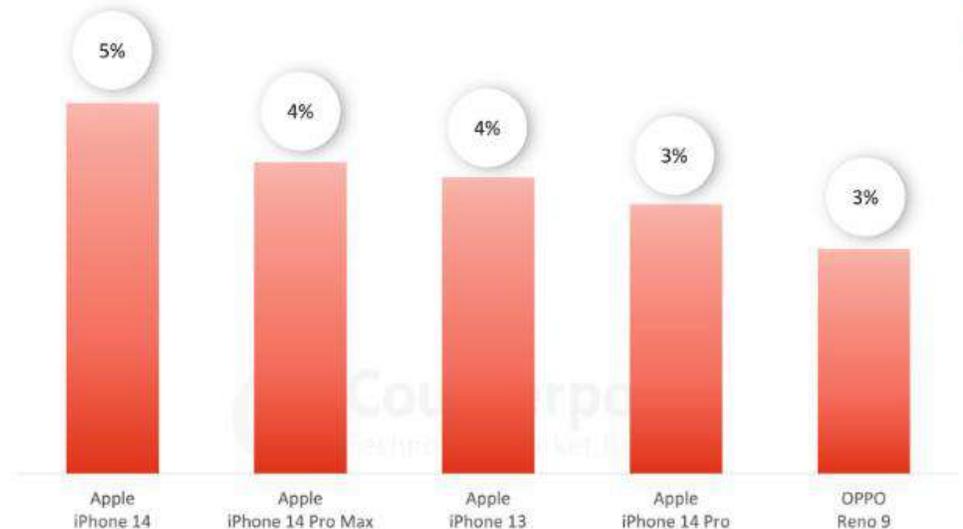


Best-Selling Smartphones in China in Jan 2023

Rank	Models	Sales Share
1	Apple iPhone 14	5%
2	Apple iPhone 14 Pro Max	4%
3	Apple iPhone 13	4%
4	Apple iPhone 14 Pro	3%
5	OPPO Reno 9	3%



Top 5 Model Share in China



Best-Selling Smartphones in USA in Jan 2023

In the U.S., Apple's home base, the advantage is even greater, with the top five all iPhone models, accounting for more than 50% of the U.S. cell phone market with just five models. Apple's dominance is almost indestructible, and its share of the U.S. market is untouchable by other manufacturers.

Source:Counterpoint

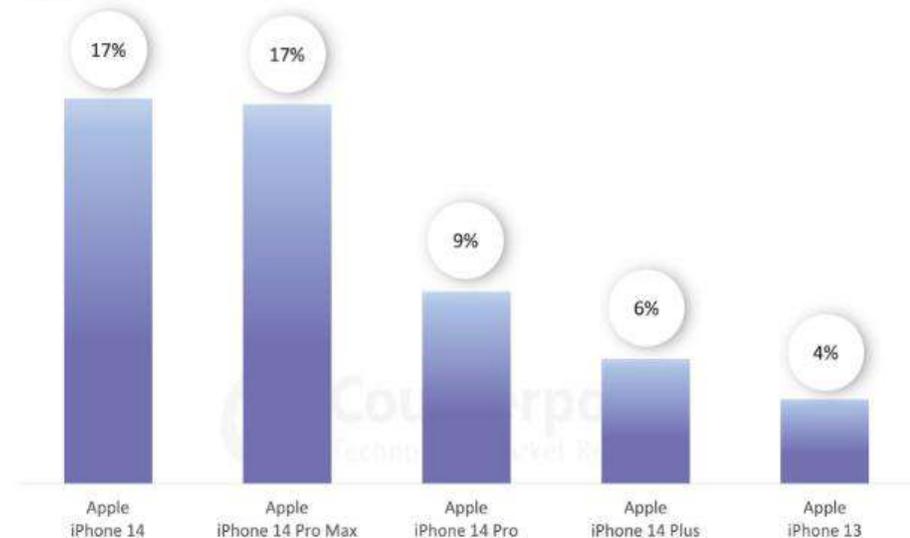


Best-Selling Smartphones in USA in Jan 2023

Rank	Models	Sales Share
1	Apple iPhone 14	17%
2	Apple iPhone 14 Pro Max	17%
3	Apple iPhone 14 Pro	9%
4	Apple iPhone 14 Plus	6%
5	Apple iPhone 13	4%



Top 5 Model Share in USA



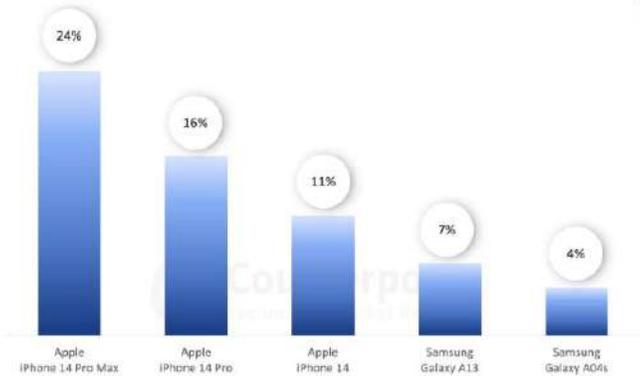
Best-selling smartphones in Germany, UK and France in Jan 2023

Best-Selling Smartphones in UK in Jan 2023

Rank	Models	Sales Share
1	Apple iPhone 14 Pro Max	24%
2	Apple iPhone 14 Pro	16%
3	Apple iPhone 14	11%
4	Samsung Galaxy A13	7%
5	Samsung Galaxy A04s	4%



Top 5 Model Share in UK

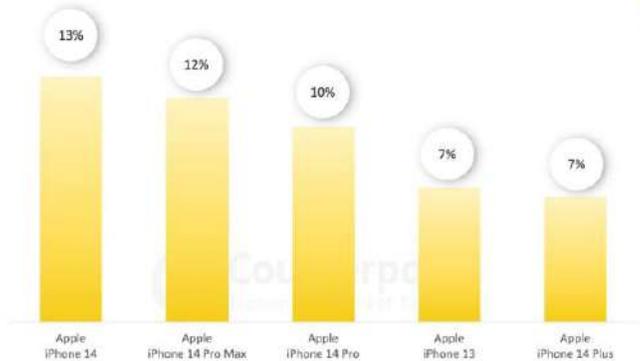


Best-Selling Smartphones in Germany in Jan 2023

Rank	Models	Sales Share
1	Apple iPhone 14	13%
2	Apple iPhone 14 Pro Max	12%
3	Apple iPhone 14 Pro	10%
4	Apple iPhone 13	7%
5	Apple iPhone 14 Plus	7%



Top 5 Model Share in Germany

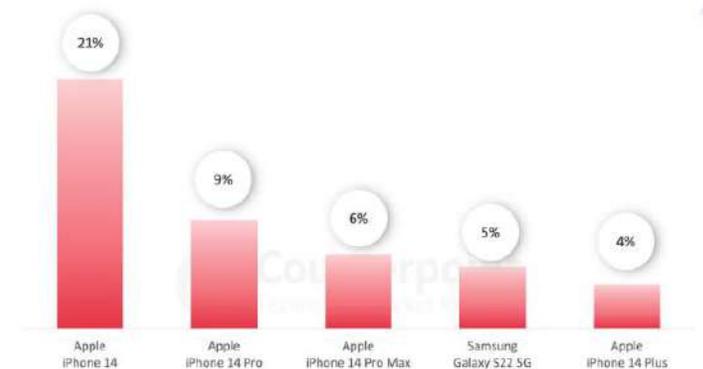


Best-Selling Smartphones in France in Jan 2023

Rank	Models	Sales Share
1	Apple iPhone 14	21%
2	Apple iPhone 14 Pro	9%
3	Apple iPhone 14 Pro Max	6%
4	Samsung Galaxy S22 5G	5%
5	Apple iPhone 14 Plus	4%



Top 5 Model Share in France



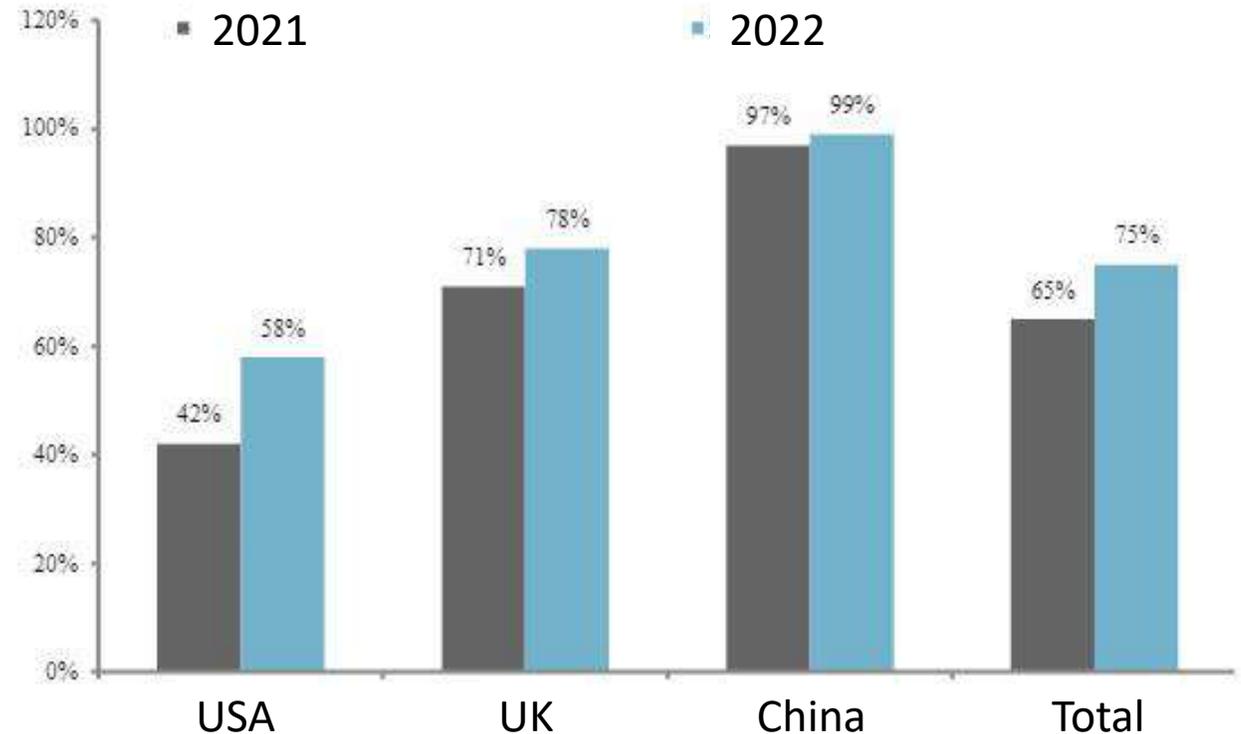
The proportion of Apple phone users who tend to switch to new models is increasing year by year.

65%

65% of users are inclined to change to a new model in 2021.

75%

By 2022, 75% of users will prefer a new model
Also prefer high-end models in replacement.



Source:JP morgen survey



New models always sell better

In 2023, the new iPhone models occupy the hot list of smartphones in various countries, and more Apple phone users like the new Apple machines and have a very high willingness to switch.

The market for new iPhone 15 models is expected to exceed that of iPhone 14.

Appearance



Battery

Price



Camera



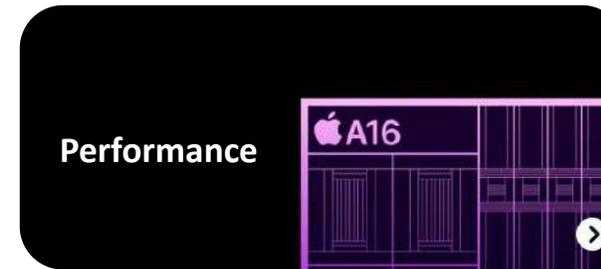
System



Color



Performance





Flexible Customization & Fast Delivery for Brands since 2006

Early layout to seize the market IPHONE 15 SERIES



PHONE



EARPHONE



TABLET



LAPTOP

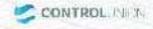


WATCH

The TC trasaction certificates can be applied for the finished GRS products with more than **20%** recycled raw materials



TRANSACTION CERTIFICATE (TC) FOR TEXTILE PROCESSED ACCORDING TO THE GLOBAL RECYCLING STANDARD (GRS)
Transaction Certificate Number: 1021652/01597171

1a. Body issuing the certificate: Control Union Certifications B.V. Meuwissenlaan 4-6 8011 BZ Zwolle Netherlands		2. Input information: 2a. Reference number of the input transaction certificate: TC_01100819-GRS	
1b. Licensing code of the certification body: GRS-CUC-02			
3. Seller of the product(s): 3a. Name of seller of certified product(s): Guangzhou C and T Industry Company Ltd No.3 Heping Road DaShi PanYu District 511400 Guangzhou China		4. Inspection body: Control Union Certifications B.V. Meuwissenlaan 4-6 8011 BZ Zwolle Netherlands	
3b. License number of seller: 1021652			
5. Last processor of the product(s): 5a. Name of last processor of certified product(s): Guangzhou C and T Industry Company Ltd No.3 Heping Road DaShi PanYu District 511400 Guangzhou China		6. Country of dispatch: China	
5b. License number of last processor: N/A			
10. Product and shipment information: Information is presented in row 11 of this TC		11. Gross weight (kg): 130.70	12. Net weight (kg): 12.852
		13. Certified weight (kg): Total: 119.52	
14. Declaration of the body issuing the certificate: This is a certificate based on the amount of recycled material presented by the seller in row 3, (3) the Recycled Material used for the products as further detailed referred to in row 10 and the certified in row 11, 12 and 13 has been produced in accordance with the Global Recycled Standard (GRS). GRS only after the standard is audited and certified independently under responsibility of the certification body in row 1.			
15. Additional declaration:			
Reference number of the certificate: 1021652/01597171			
16. Place and date of issue:			
Date: 2023-05-09		Signed by: [Signature]	
			
			
This electronically issued document is the valid original version. On behalf of the Managing Director: Lu Wang, Controller			
<small>Our services are provided on the basis of good faith. Please note that GRS conforms with the integrity of this statement. A claim of ownership over the QR code of this certificate should be accepted by the holder of the certificate. GRS is not responsible for any misuse of the certificate. GRS is not responsible for any misuse of the certificate.</small>			
		Control Union Certifications B.V. Post: Meuwissenlaan 4-6, 8011 BZ - Zwolle - Netherlands T: +31 38 524 6200 F: +31 38 423 7300 certification@controlunion.com Transaction Certificate Number: 1021652/01597171 www.controlunion.com 2023-05-09	
		Page: 1 / 3	



The GRS product label can be applied for the finished product

with over **50%** recycle raw material which can be put on packaging

Plastic Alternatives - GRS recycled Materials

It allows plastics and other waste to be recycled again, eliminating excessive exploitation of resources and reducing environmental pollution.

Pre-consumer



Materials diverted from the waste stream during the manufacturing process. Exclude the reuse of certain materials, such as rework, regrind, or residuals that are created in processing and will be reused in the same process. That is, materials that are recycled without being consumed by consumers.

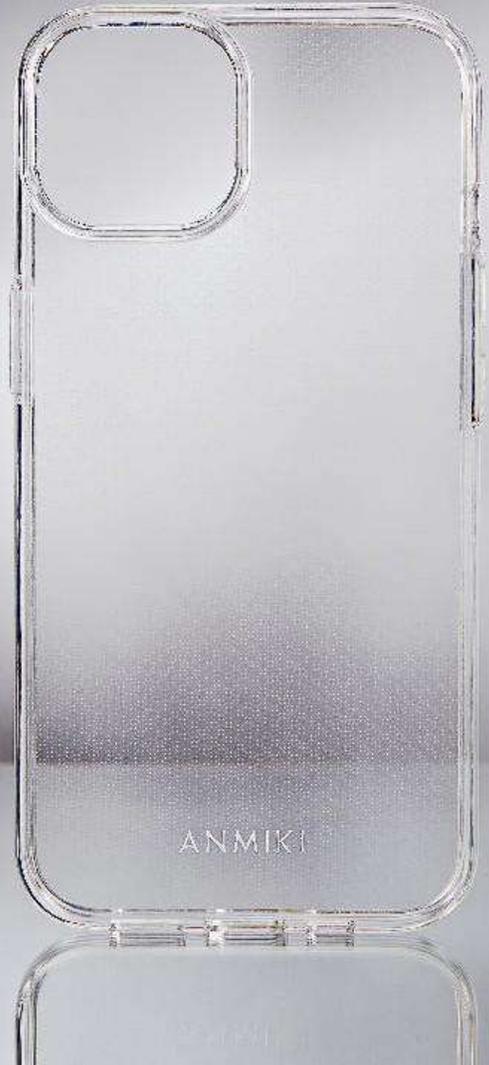
Post consumption



Materials generated by households or commercial, industrial and institutional facilities as users of the final product that cannot be reused for their intended use. Includes materials recovered from the distribution chain. That is, materials that are recycled after consumption by the consumer.

IPHONE 15 SERIES

GRS RECYCLED CASE





IPHONE 15 SERIES

GRS RECYCLED CASE

GRS Thermoplastic polyurethane (TPU)-100%

Thermoplastic polyurethane (TPU) is made of MDI containing NCO functional group and POLYOL, 1.4BG containing OH functional group, by extrusion and blending. The products cover the range of industrial applications and necessities of the people. Currently, TPU can be used as a substitute for PVC wherever it is used.

Also TPU can do a variety of colors, semi-transparent single mist frosted, high purity, fine and smooth without fading.

Biodegradable and compostable materials

C&T biodegradable products are made from a blend of PLA (polylactic acid), PBAT and plant fibers that can be completely decomposed into water and carbon dioxide under industrial composting conditions and tested to meet standard ISO 14855-1-2012, which guarantees their full compostability in industrial composting plants.

Customized biodegradable products can be marked with the biodegradable certification mark of the raw material on the outer packaging of the product, proving the environmentally friendly and harmless advantages of the raw material.



Wheat fiber



Bamboo fiber



Corn fiber



Rice fibre



IPHONE 15 SERIES

BIODEGRADABLE CASE



Biodegradable and compostable materials:

Degraded plastics are a class of plastics whose properties can meet the requirements of use, and whose properties remain unchanged during their shelf life, but which can be degraded to environmentally friendly substances under natural environmental conditions after use.

IPHONE 15 SERIES

SILICONE MAGNETIC CASE



Boundless Series

- **Irregular Texture**

Show your personality

Increase the grip

- **Skin-friendly Handfeel**

Smooth and delicate

Not easy to allergic

- **Anti-soiling & Stain resistant**

Washable

Easy to clean



IPHONE 15 SERIES

TPU PRINTING CASE



IPHONE 15 SERIES

LEATHER CASE



IPHONE 15 SERIES

FLIP LEATHER CASE



END

Thanks Watching



PHONE
手机壳



EARPHONE
耳机壳



TABLET
平板套



LAPTOP
电脑套



WATCH
表带