

Apple iPhone sales fall

Apple has reported its first fall in annual revenues in 15 years, highlighting a slowdown in the smartphone market and intensifying competition from Chinese rivals



● Revenue
● Net profit

Q4 2015



Q4 2016



Q4 sales and change over same quarter 2015

iPhones	45.51 million	Down	5.2%
iPads	9.28 million	Down	7.2%
Macs	4.89 million	Down	14.2%