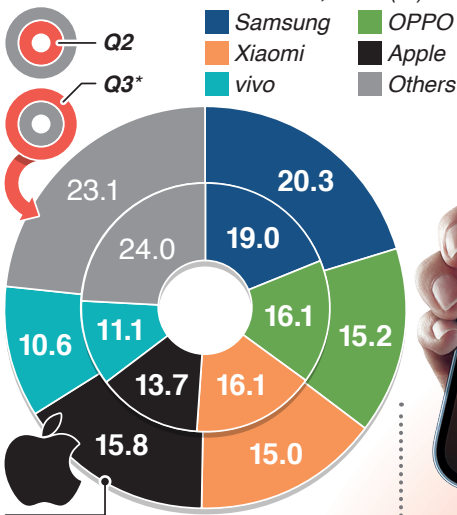


Apple's hopes lie with new iPhone 13

With preorders newly opened for the iPhone 13, Apple is looking to bolster production after recent Covid-19 manufacturing woes in South-east Asia saw it slip to fourth place in the global smartphone market

SMARTPHONE MARKET SHARE, 2021 (%)



Q3: Apple estimated to rise from fourth to second place in global smartphone market share

IPHONE PRODUCTION
(millions of units)

2020 198.5

2021* 229.5

Apple's iPhone 13 prices range from \$699 for low-end **iPhone 13 mini**, to eye-watering \$1,599 for top of range **iPhone 13 Pro Max** (pictured)

