

# Although the iPhone is sluggish in the international market, Apple set a record of sales in Malaysia and Vietnam

Apple continuously set a record of revenue in emerging markets.

The head of the world's largest technology conglomerate, CEO Tim Cook recently sent a letter to Apple investors, specifically emphasizing the company's financial issues and revealing the reason Why did iPhone sales drop last year? In it, he said that replacing cheap batteries and the trade war between the US and China are two of the main reasons.



## 1. Apple: The replacement of cheap batteries causes iPhone sales to decline

After complaining about the limitations in some key markets, Tim Cook did not forget to appreciate the prospects of Cupertino giant in some emerging markets when Apple continuously set a record of revenue at these markets. In the letter, he wrote:

*"And, while we can clearly see challenges in some key markets, the successes in potential markets like Mexico, Poland, Malaysia and Vietnam are remarkable."*

Especially when considering the price of iPhone sales soared and received criticism in traditional markets, the positive signals in sales in Malaysia and Vietnam can completely make Apple CEO. 'temporarily' breathed out.

It is very likely that this feat is achieved thanks in part to shopping events that receive a lot of attention during the year such as single holidays, and high shopping demand at the beginning of the year in countries with Tet

holidays. moon. In particular, especially to mention the contribution of Chinese e-commerce giant Alibaba in Black Friday. Fortune has revealed that Apple is one of the best-selling brands on Alibaba's affiliate sites in Southeast Asia.



#### 1. The next iPhone you buy may be made in India

Apple did not disclose the exact sales figures and the best-selling product lines in the two countries, but all showed that Malaysians and Vietnamese are not afraid to show off, or rather is very willing to spend on trendy technology products, and that's what Apple should take advantage of.

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