

iPhone 11 and the story of price - market share

What iPhone are you using and do you plan to upgrade to a new iPhone?

After a long wait, iPhone 11, 11 Pro, 11 Pro Max (hereinafter referred to as iPhone 11) have also been officially launched with quite a lot of changes and valuable improvements in both hardware configuration and feature. However, in this article, we will discuss another factor that is equally concerned on iPhone 11, which is the price.

If there are any major complaints about iPhones that have generally been released in the past 2 years, that's the price. Yes, Apple is a manufacturer that knows how to please the majority of users for their hardware experience and software ecosystem, but there is another factor that is important for any product. technology products not just iPhone: Price, not so.

1. Actual photo of iPhone 11, 11 Pro and 11 Pro Max, expected price in Vietnam from 21.99 million



Phone 11, 11 Pro, 11 Pro Max have been launched, bringing a lot of Apple expectations after difficult business months.

Starting in 2017, the iPhone's selling price has exceeded the \$ 1,000 'red line', and has continued to rise ever since. This of course makes users, even iFans, feel dissatisfied, and is the main reason why iPhone sales are constantly falling in important markets like China and Europe. Au. This has greatly affected the overall financial situation of Apple because the iPhone has always been a pillar of business, 'carrying' revenue for the entire

company.

Going back to the present, for the first time in 2 years, Apple has reduced the price of the iPhone, and this, according to market analysts, will help iPhone sales increase more than expected. This is a good sign, it shows that the Cupertino company has accepted concessions to gain an advantage in the battle to maintain market share before Android rivals are becoming stronger. (The fact that Apple has been pushed down to the fourth position in the list of the world's largest smartphone manufacturers).

1. Comparing iPhone 11, 11 Pro, 11 Pro Max and iPhone XR, XS, XS Max configurations, is it worth the upgrade?



The iPhone's selling price exceeded the \$ 1,000 'red line' in 2017 with the iPhone X

TF Securities market analyst Ming-Chi Kuo tracked and analyzed data on direct supply chains as well as indirect demand indicators such as estimates of Apple Store sales orders for iPhones. , and came to the conclusion that the initial sales of iPhone 11 models would probably be good enough to significantly rebound the overall iPhone business. After selling the iPhone 11 at a cheaper price compared to the same version of last year, TF Securities increased its estimated sales of the iPhone 11 from 65-70 million units to 70-75 million units. .

In addition, the statistics also show that the new color options, including light green and purple for iPhone 11, or dark blue for iPhone 11 Pro, seem to be attracting users when demand for The above color versions are expected to be relatively strong, thereby significantly contributing to the overall sales of the iPhone.

1. Apple counts Android world for mobile photography with a host of quality additions to the iPhone 11



The initial sales of the iPhone 11 models will probably be good enough to significantly revive the sales of the iPhone segment in general.

Ming-Chi Kuo said that iPhone's price adjustment plans are helping Apple reverse sales starting almost a year ago, when the iPhone XR (last year's lowest-spec iPhone model) debuted at 749 USD. This year's iPhone 11 has a much cheaper starting price, only \$ 699, which is closer to the popular price for those who choose to buy iPhone 6, 6s, 7 and 8 models (not the Plus version.). At the same time, the exchange program for new or interest-free installment payments has also helped open the opportunity for the iPhone to reach the wider class of users. This is beneficial for both Apple and consumers. One side is able to experience the product that they want with a more reasonable price, one side can both sell products and gain market share.

It is important that Apple's pricing strategy is global and there will be a discount adjustment for specific regions and countries depending on the actual situation. However, US iPhone selling price - Apple's largest market - will serve as a baseline for shaping international selling prices, with distribution fees, taxes and exchange rates will affect. Additional costs in foreign markets. Thus, even if customers in the United States might be willing to spend \$ 749 on a 128GB iPhone 11, the same amount of money, plus the other local costs mentioned above, could still cost the iPhone the price. In developing markets and large scale such as China and India - areas that are very sensitive to the price of products.

1. iOS 13 will be officially released on 9/19, what to prepare before upgrading



Apple's pricing strategy is global and there will be a discount adjustment for specific regions and countries

Despite the influence of the exchange rate factor on selling prices, demand for the iPhone 11 version 699 USD is expected to be very large in China, while the first customers in the United States seem to be heading. iPhone 11 Pro models are priced at \$ 999 or more. This partly shows the influence of iPhone selling price on each market. Keep in mind, however, that the numbers may be skewed by the interest of early adopters and even ardent Apple fans who support the unconditional brand of apples.

Another issue that has not been raised here is the impact of carrier promotions on iPhone sales, and this factor is also important. The main policy of network operators is that they offer 'unbelievably' subsidized prices in exchange for their commitment to using the service from customers over a certain period of time. In the United States, for example, many major carriers offer discounts of up to 50% when you buy their network-locked iPhones. This is also a good plan for those who are not too concerned about the selection of service providers, and help iPhone sales significantly benefit.

The unreasonable pricing policy for the iPhone XR, XS, and XS Max has made Apple almost miss the end of the year-end shopping season in some important markets and 'give away' opportunities to competitors, especially Samsung. The change in price policy for iPhone 11, 11 Pro, 11 Pro Max this year is not too impressive, but it will help Apple products to gain a competitive advantage in capital markets. Thank you for the price.

1. Can Apple release an iPhone SE model no more than \$ 400 next year?



The new pricing policy for the iPhone will help Apple regain its competitive advantage and market share

According to predictions, iPhone 11 will officially sell in Vietnam around the end of October and early November, and the starting price will be from 21.99 million.

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