

Summary of Apple products expected to launch in the second half of 2025

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Even though we're in the middle of 2025 - a relatively quiet time for the tech market in general - Apple fans still have some exciting news ahead. The Apple breakthrough in 2025 starts with the 'wallet-friendly' iPhone 16e, followed by the M4 MacBook Air and new iPad models with upgraded chips and Apple Intelligence.

However, the iPhone maker has a slew of unannounced products lined up for the rest of the year, most of which will be unveiled in September and October. Here are the products Apple will announce in the second half of 2025.

iPhone 17 Series

Apple's September event will be headlined by the iPhone 17 series. The lineup will include the iPhone 17, iPhone 17 Air, iPhone 17 Pro, and Pro Max. The new Air model will replace the Plus models in the iPhone lineup, focusing on thinness and portability. Apple is expected to change the camera layout design on the iPhone 17 Pro and Pro Max versions.

New Apple Watch models

As is customary every year, Apple will launch a new Watch device in 2025. In September, we will get our hands on the Apple Watch Series 11. This wearable is expected to launch with a faster processor, 5G RedCap (Reduced Capability) support, satellite connectivity, and blood pressure measurement functionality.

At the September event, Apple will also unveil the next-generation Apple Watch Ultra 3 and a new, lower-cost plastic-bodied SE Watch. All new Apple Watch devices will get the new WatchOS update.

MacBook Pro M5

Bloomberg's Mark Gurman reported that Apple plans to release the MacBook Pro with the M5 chip, the M5 Pro, and the M5 Max this fall, with the latter expected to launch around October. However, the biggest refresh for the MacBook Pro is planned for 2026, when it will feature an OLED display and a redesign.

Mac Pro with upgraded chip

The Apple Mac Pro was last updated in 2023 with an Apple M2 Ultra chip. While there's no confirmation of a new Mac Pro with an M4 Ultra chip for 2025, Mark Gurman says Apple could release a Mac Studio and Mac Pro with the upgraded chip in mid-2025.

iMac 32 inch

Back in 2023, Apple analyst Ming-Chi Kuo said Apple planned to launch a 32-inch iMac with a mini-LED display in 2025. He also predicted a 24-inch iMac refresh in 2024, which turned out to be true. So if you're looking for a larger iMac and can't afford the 32-inch Pro Display XDR, you might be better off waiting for the 2025 iMac refresh.

iPad Pro with M5 chip

The iPad Pro received a series of upgrades in 2024, including new chips, OLED displays, and a thinner design. According to Mark Gurman, Apple is also expected to release an M5-powered model in 2025, with model numbers J817, J818, J820, and J821.

Other devices may be launched

Along with the above products, Apple may unveil a number of other devices in 2025, including:

1. Apple TV 4K (new version)
2. AirTag 2
3. HomePod mini (new version)
4. AirPods Pro 3

Which Apple product line are you most looking forward to? Leave a comment.

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