

# This is the best-selling smartphone in the world for over 1 year

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The iPhone XR was launched in September 2018 for \$ 750, significantly cheaper than the \$ 999 price of the iPhone XS at the time, while still giving users almost every experience needed on the iPhone. a high-end iPhone. In other words, this is a product with great price / performance. In the context of increasingly tight user spending, this is the factor that makes the success of this product.



While not as attractive as most Android smartphones, the iPhone XR is still an unreasonable choice for those who want to experience the utility of the Apple ecosystem while not having to. Spend too much money. According to Counterpoint Research experts, it can be said that the iPhone XR neutralizes the strengths of a newly launched iPhone at the price of an older iPhone model, making it a choice of many people.

From the fourth quarter of 2018 to the third quarter of 2019, the iPhone XR has continuously held the position of the best-selling smartphone worldwide. In the third quarter of 2019, the iPhone XR accounted for 3% of the global smartphone market share, outstripping Android rivals in the same price segment, followed by Samsung Galaxy A10, Samsung Galaxy A50 and Oppo A9 at 2, 6%, 1.9% and 1.6% market share. The iPhone XR is also

said to have contributed to more than 25% of Apple's total sales in the past quarter, making it the best-selling Apple model in all markets.

Apple has been very clever in launching a series of policies to maintain demand for the iPhone XR by adjusting the price in China and some other important markets, according to Counterpoint Research. With the launch of the iPhone 11 models, the iPhone XR price has now dropped to only \$ 600 - an extremely competitive price.

While the price tag of \$ 1,000 has become the common standard for flagship smartphones, more and more people are turning to high-end products that sell for a lot better while selling. Still possesses relatively full features 'genuine' and perfect quality is not too inferior to the flagship.

After the iPhone XR, the iPhone 11 is likely to follow this trend as it becomes the fifth best-selling smartphone in the world in the third quarter of 2019 with a 1.6% market share, despite being released in September. 2019. The iPhone 11 is priced even lower than the iPhone XR at \$ 700, but still offers a value that is not inferior to the iPhone 11 Pro and iPhone 11 Pro Max.

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