

# **This is the production cost of the iPhone 15 Pro Max, all iPhone 15 models are more expensive than the iPhone 14 series**

iPhone 15 Pro Max is one of the most high-end smartphone models and of course comes with the most expensive price on the market today.

iPhone 15 Pro Max is one of the most high-end smartphone models and of course comes with the most expensive selling price on the market today, with the listed price from the manufacturer up to 1,599 USD for the configuration version. highest form.

That's right, spending such a large amount of money, you will get a smartphone with top hardware configuration, excellent level of completion, support for many top features and from a classy brand. Of course, all these components cost the company quite a bit. There's basically nothing to criticize about Apple's latest flagship model. However, have you wondered how much it would cost to produce such a smartphone?

According to Nikkei estimates, the iPhone 15 Pro Max is Apple's most expensive high-end phone to date, with a total production cost of up to 558 USD. In addition, Apple's entire iPhone 15 line also has production costs that are 8-16% higher than the previous iPhone 14 generation. With a 'Bill of Materials' of up to 558 USD, it's no surprise that the production cost of the iPhone 15 Pro Max is 12% more expensive than the iPhone 14 Pro Max, with a components-to-cost ratio of 47%.

The smallest difference from last year is from the iPhone 15 Pro. It is estimated that it costs Apple \$523 to produce an iPhone 15 Pro, about 8% more than the iPhone 14 Pro. The iPhone 15 Plus ranks in the middle, with an estimated production cost of \$442, 10% higher than the iPhone 14 Plus. To be fair, this increase is acceptable given the upgrades in hardware configuration and production materials of this year's iPhone line.

## iPhone 15 Pro Maxでは半導体やカメラの原価が上昇した



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One small difference in this report, however, is that the base iPhone 15 has the largest cost difference of any iPhone 14 model. Nikkei estimates that the base iPhone 15 version costs Apple \$423 to produce, 16% more than the iPhone 14. This is clearly a strange thing because the iPhone 15 is a model with few upgrades and changes. best compared to the previous generation.

The report from Nikkei also revealed that the 5x telephoto lens on the iPhone 15 Pro Max is 380% more expensive than the 3x optical zoom lens of the iPhone 14 Pro Max. In addition, A17 Pro, Apple's first 3nm SoC and LTPO OLED panel are also components that contribute significantly to the increase in production costs of the new iPhone model.

Please note that the amount of 558 USD is only the cost to produce a single iPhone 15 Pro Max. Not to mention the billions of dollars Apple has spent on R&D over the past few years, as well as the money spent on marketing/advertising, machinery, packaging, warehouses, labor, etc. are all important aspects that companies must take into account when deciding on the final retail price of a device.

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