

# Demographic Data and Market Insights for iPhone in 2024

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By Vipin PG | Published November 29, 2024 | Updated January 4, 2026 | Format: News | 2 min read

## What happened

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The iPhone has consistently held its ground as Apple's flagship product, revolutionizing the smartphone industry. With the anticipated rise in sales at the end of 2024, driven by the launch of the iPhone 16, Apple continues to expand its market reach. This article explores key statistics and demographics surrounding the iPhone in 2024, providing a clear picture of its impact globally.

## Global iPhone Statistics for 2024

- Active iPhone Users: Over 1.56 billion active users worldwide.
- Market Share: iPhone holds a 27.73% share in the global smartphone market.
- User Demographics: 31% of users are female, while 28% are male.
- Age Distribution:
  - 23% of users are aged 25-34 years.
  - 20% fall between 18-24 years.
- Sales Revenue: Generated \$39.3 billion in the third quarter of 2024.
- Global Adoption Rate: The iPhone 15 Pro Max leads with a 3.64% adoption rate.

## Growth in iPhone Users Worldwide

The number of iPhone users globally has shown steady growth over the past decade:

Year: 2010 | Active Users (in billions): 0.06

Year: 2015 | Active Users (in billions): 0.57

Year: 2020 | Active Users (in billions): 1.00

Year: 2023 | Active Users (in billions): 1.46

Year: 2024 | Active Users (in billions): 1.56

This represents a remarkable 230% increase in active users since 2013.

## iPhone Users in the United States

The U.S. remains a key market for Apple, with significant growth in iPhone adoption:

Year: 2015 | Active Users (in millions): 101 | Share of Smartphone Users (%): 44.2

Year: 2020 | Active Users (in millions): 138 | Share of Smartphone Users (%): 48.7

Year: 2023 | Active Users (in millions): 153 | Share of Smartphone Users (%): 58.3

Year: 2024 | Active Users (in millions): 157 (estimated) | Share of Smartphone Users (%): 61.3

# iPhone Sales and Shipments

Apple consistently records high sales volumes globally. In 2023, Apple shipped over 234.6 million iPhones, a significant figure compared to competitors like Samsung, which shipped 226.6 million units.

Year: 2022 | Units Sold Worldwide (millions): 225.3 | Units Sold in the U.S. (millions): 124.7

Year: 2023 | Units Sold Worldwide (millions): 231.8 | Units Sold in the U.S. (millions): 130.1

Year: 2024 (H1) | Units Sold Worldwide (millions): 95.3 | Units Sold in the U.S. (millions): -

## Market Share Insights

### Global Smartphone OS Market Share

As of 2024, Apple's iOS captures 27.73% of the global smartphone market, with Android dominating at 71.67%. The regional market share varies significantly:

Region: North America | iOS Market Share (%): 55.53

Region: Europe | iOS Market Share (%): 31.48

Region: Asia | iOS Market Share (%): 19.22

Region: Oceania | iOS Market Share (%): 51.14

Region: Africa | iOS Market Share (%): 12.43

### Market Share in the U.S.

In the United States, iOS dominates with 57.09% of the mobile OS market, surpassing Android's 42.62%.

## Demographic Breakdown

### iPhone Users by Age Group

Age Group: 18-24 years | Percentage of Users (%): 20

Age Group: 25-34 years | Percentage of Users (%): 23

Age Group: 35-44 years | Percentage of Users (%): 20

Age Group: 45-54 years | Percentage of Users (%): 16

Age Group: 55+ years | Percentage of Users (%): 21

### Device Ownership

- 35% of iPhone users also own an Apple Watch.

- 50% of iPhone users in the U.S. also own an iPad.

## Revenue and Adoption Rates

Apple's revenue from iPhone sales remains a major contributor to its overall income. Here's a breakdown of revenue in the first three quarters of 2024:

Quarter: Q1 2024 | iPhone Revenue (in billion USD): 69.7

Quarter: Q2 2024 | iPhone Revenue (in billion USD): 45.96

Quarter: Q3 2024 | iPhone Revenue (in billion USD): 39.3

### Adoption Rates for iPhone 15 Series

Model: iPhone 15 Pro Max | Adoption Rate (January 2024): 3.64%

Model: iPhone 15 Pro | Adoption Rate (January 2024): 2.3%

Model: iPhone 15 | Adoption Rate (January 2024): 1.66%

## **Conclusion: A Bright Future for Apple**

The iPhone continues to shape the global smartphone market with its innovative technology and loyal user base. Its dominance in regions like North America and its steady global adoption rate demonstrate the strength of Apple's ecosystem. With the launch of the iPhone 16 and continued growth in user demographics, Apple is poised to maintain its leadership in the smartphone industry.