



Euromonitor
International

How Apple and Other Electronics Companies are Managing Inflation

October 2022

INTRODUCTION

Scope

Key takeaways

GLOBAL OUTLOOK

Supply problems and higher energy prices add to inflation

Commodity price growth eases, but challenges in the energy sector remain

Higher energy costs could accelerate price growth for manufactured goods

Key risks for inflation in 2022 and 2023

Inflation forecasts: Q3 2022

COST MANAGEMENT MEASURES

Reusing parts to keep cost low and supply chain robustness

Upselling accessories and services

Adding more features to justify increase in price

Flexible payments to stretch the dollar

Introduce a new supplier for competition

Affordable flagships to drive sales

Right-sizing the company

Examining the effectiveness of the cost management measures

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/how-apple-and-other-electronics-companies-are-managing-inflation/report.