

## Record First Quarter for Apple

Written by Marco Attard  
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Apple announces revenues reaching \$74.6 billion and profits worth \$18bn during the holidays on fiscal Q1 2015, a company record driven mainly by the iPhone, as smartphone sales make 69% of sales for the quarter.



“We’d like to thank our customers for an incredible quarter, which saw demand for Apple products soar to an all-time high,” CEO Tim Cook says. “Our revenue grew 30% over last year, and the execution by our teams to achieve these results was simply phenomenal.”

As mentioned earlier, the iPhone is a key Q1 2015 revenue driver-- Q1 2015 sales total 74.5m units (a 46% Y-o-Y increase), topping full-year 2011 iPhone sales reaching 72.3m according to Bloomberg. One country pushing such sales is China, where Apple revenues are up by 70% as the company is working on further expansion.

European iPhone sales are up by 18%, while the Americas see 23% growth.

However bad news hits the iPad, as Q1 2015 tablet sales are down by -18% Y-o-Y to 21.4m units. To help push sales Apple is teaming up with IBM in enterprise apps, and is also supposedly launching on a larger-screen device this year.

The Mac sales, on the other hand, see 12% Y-o-Y growth to 5.5m units.

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A results announcement also reveals a bit of news on the Apple Watch-- the wearable device launches on April 2015.

"The creativity and software innovation going on around Apple Watch is incredibly exciting," Cook says. "We cant wait for our customers to experience them when Apple Watch becomes available."

Go [Apple Reports Record Q1 Results](#)

Go [Apple Announces Record iPhone Sales Over Holiday Quarter \(Bloomberg\)](#)