



**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

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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.