

iPhone base model price rise mirrors inflation

Apple's iPhone continues to be more expensive than most other smartphones. However, a *Business Standard* analysis found that rise in iPhone prices is nearly the same as inflation over the past six years. The price of the base model of the iPhone increased 25 per cent between 2017 and 2022, whereas inflation rose 29.7 per cent between September 2017 and September 2022. The price of the Pro model, however, rose more than consumer inflation. In the aforementioned period, prices of iPhone Pro went up 46 per cent.

The tech giant's base model tablet (iPad) has witnessed a 55.4 per cent increase over the last six years. On Friday, Apple's base-level iPad was made available in India for ₹44,900. The price of the tablet has seen a considerable jump (₹14,000) compared to last year.

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IPHONE PRICES ARE UP BY A FOURTH SINCE 2017

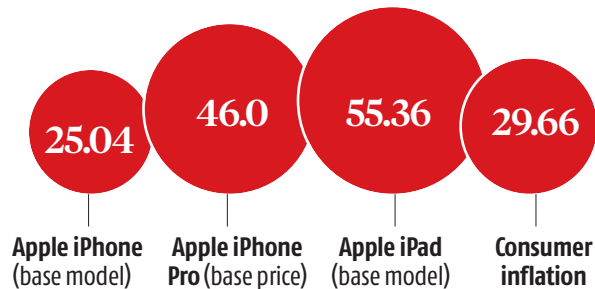
(Specifications vary for each year)

	iPhone 8	iPhone XR	iPhone 11	iPhone 12	iPhone 13	iPhone 14
Year of launch	2017	2018	2019	2020	2021	2022
Base model price (in ₹)	63,900	76,900	64,900	79,900	79,900	79,900

Apple changed its iPhone line-up in 2018

BUT IT DOESN'T BEAT INFLATION

(% change between 2017 and 2022)



Data Does not consider iPhone SE for calculation. There was no Pro version for iPhone in 2017, but it did launch a higher category iPhone XS