With Apple being one of the most iconic brands in the consumer electronics market, its financial results throughout the COVID-19 period can be seen as controversial (Statista, 2021). On the one hand, its recent sales increase could be seen as a highly positive result after the major decline in global sales throughout 2020. On the other hand, it is not clear whether this single spike in revenues will be sustainable considering the slowdown of many economies including the most critical Chinese market (Canon and Jasper, 2021). The following SWOT analysis explores the current strengths, weaknesses, opportunities, and threats of Apple.

Figure 1: Apple SWOT Analysis 2020

 

Based on: DiPietro (2018, n.p.); Schneider (2019, p.539); Spinello (2019, p.118); Stamm and Needleman (2020, n.p.)

The findings of the analysis suggest that the studied brand still has a solid competitive position but should monitor a number of threats such as the loss of its innovative edge and potential disruptions across its supply chain (Canon and Jasper, 2021).

*You can also check*[*Unilever’s*](https://15writers.com/swot-analysis-example/)*and*[*Tesco’s*](https://15writers.com/sample-reports/tesco-pestel-swot-porters-five-forces-value-chain/)*SWOT analyses on our website.*

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