

# How Apple and Other Electronics Companies are Managing Inflation

October 2022

Table of Contents

### 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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