

# Apple Stock Drops On China iPhone Sales Woes

## Description

**Apple Inc.** ([AAPL](#)) witnessed a significant plunge in its stock to an annual nadir on Tuesday, triggered by paltry iPhone sales figures emanating from China. As the tech titan contends with multifaceted challenges, a Wall Street trader muses over the possible reaction of influential investor Warren Buffett.

The inauguration of the year has been rather bleak for Apple's stock, registering a nearly 12% dive in comparison to the S&P 500's favorable surge of 6.5%.

On Monday, Apple's stock took another beating, deflating by 2.5%, as the company was slapped with a hefty fine of approximately \$2 billion by European Union antitrust regulators for contravening EU policies pertaining to its App Store.

Upon the delivery of dismal iPhone sales data from China, the tech mammoth's stock retreated further on Tuesday, closing at a depreciated rate of 170.12, registering a drop of 2.8%.

Market research cognoscenti Counterpoint Research delineates a sharp decline of 24% in Apple's iPhone unit sales in China over the initial six weeks of 2024 compared to the same period last year. The firm elucidates, however, an impressive sales hike of 64% for direct competitor Huawei – signalling the latter's strong standing against the US tech titan.

Mengmeng Zhang, an analyst at Counterpoint, ascribes the decline in Apple's performance to its struggles against a revitalized Huawei and its Mate 60 series devices in the premium smartphone sector in China. Additionally, aggressive pricing strategies employed by native vendors Oppo, Vivo, and Xiaomi in the midrange handset segment have only added to Apple's woes, states Zhang in a comprehensive report.

## Negative Sentiment Surrounding Apple Stock

Tuesday also brought ominous news from Foxconn, a Taiwan-based electronics contract manufacturing giant responsible for assembling iPhones. The company reported a 12% slide in its February sales compared to the prior year, indicating a slowdown in demand for Apple's products.

Daniel Ives of Wedbush Securities voices the negative sentiment attached to Apple's stock which is currently considered "dismal" given the company's evident lag in the AI revolution captivating Wall Street.

These unfavourable developments ensue Apple's announcement of terminating its autonomous electric car project after a decade of investment, redirecting its focus onto the promising sphere of artificial intelligence.

In an effort to inspire optimism, Ives reaffirms an outperform rating on Apple's stock with a 12-month target price of 250. He expresses confidence that investor sentiment towards Apple will take a positive turn in light of the company's prospective AI advancements to be unveiled at the forthcoming Worldwide Developers Conference in June.



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## Speculation Surrounding Warren Buffett's Stance on Apple Stock

Meanwhile, Jordan Klein, a senior managing director for the tech, media, and telecom sector at Mizuho Securities, speculates on Warren Buffett's next move concerning his firm's significant stake in Apple.

In a note to his clients, Klein hypothesizes a drastic drop in AAPL sentiment and the stock price in the event Buffett decides to sell off his mammoth stake. Klein even anticipates that the divestiture may already be underway, as news of such action could trigger a selling frenzy that could decimate the stock's value.

## Potential AI Innovations Could Revitalize Apple Stock

Barton Crockett, an analyst at Rosenblatt Securities, argues that the termination of Apple's car project and the underwhelming debut of its headset "Vision Pro" have diminished Apple's status as a trailblazer. However, Crockett believes that the introduction of impressive generative AI innovations could help recapture some of Apple's previous sparkle.

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## Vocabulary List:

1. **plunge** // (noun): A sudden large decrease in value or amount.
  2. **emanating** // (verb): Issuing or spreading out from a source.
  3. **contends** // (verb): Competes in order to gain something or advance.
  4. **enamoring** // (adjective): Casting a spell uponcaptivating.
  5. **foresight** // (noun): The ability to predict what will happen or be needed in the future.
  6. **reaffirms** // (verb): States againespecially in a more forceful or convincing way.
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## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. Which term describes a serious and often critical situation?

Option: Besiege

Option: Curb

Option: Acute

Option: Escalate

2. What word means to exceed or go beyond?

Option: Surpassed

Option: Outperformed

Option: Plunge

Option: Elevated

### Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )

3. The heavy workload placed a significant \_\_\_\_\_ on the employees.

4. The company is going through a major \_\_\_\_\_ to digital operations.

### Matching Sentences ( Match each definition to the correct word from the vocabulary list. )

5. The professor is a recognized authority in the field of astrophysics.

6. Harvard University is a prestigious and esteemed place of learning.

## Answer

**Multiple Choice:** 1. Acute 2. Surpassed

**Gap-Fill:** 3. Burden 4. Transition

**Matching sentence:** 1. Prominent 2. Institution

### CATEGORY

1. Business - LEVEL5

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