Listening to the Market: Apple under the lens of social listening

Analyzing the buzz: a study of voices around Apple's latest launch.
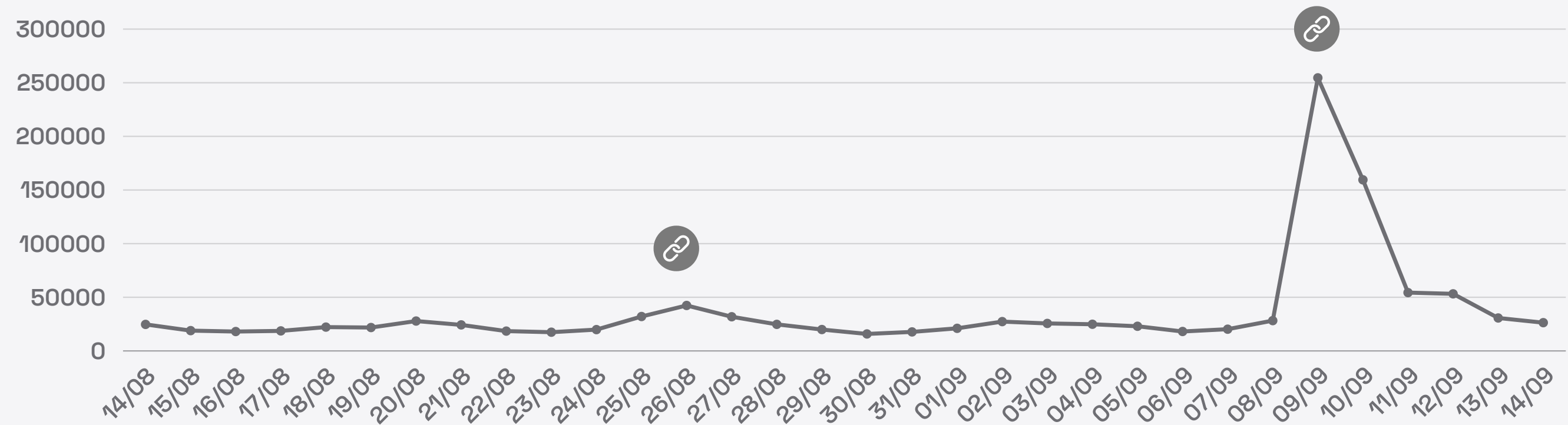
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Apple redefines digital scale with the launch of iPhone 17 and new products

Mentions
1.16M +82%

Unique authors
366K +37%

Reach
18.7B +1421%

Impressions
391M +160%
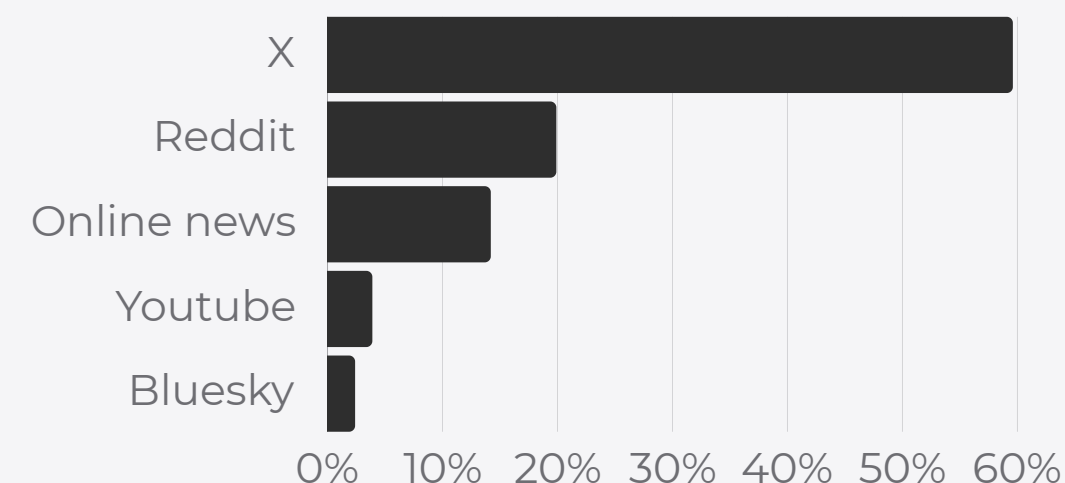
* July 10 to August 9, 2025.

The announcement of the iPhone 17 and Apple's new products triggered a high-intensity wave across social media. In just over a month, there were 1.16 million mentions, with 366,000 unique authors joining the conversation. The content reached an estimated 18.7 billion audience and generated 391 million impressions. Growth rates compared to the previous cycle highlight the strength of this moment: +82% in mentions, +37% in authors, +1421% in reach, and +160% in impressions.

- **Massive reach:** 18.7 billion expanded the debate beyond the tech audience.
- **Broad engagement:** 366,000 distinct voices added capillarity.
- **Two peaks:** viral Instagram posts and the 9/9 keynote.
- **Sustained relevance:** mentions stayed above average after the event.
- **Audience expansion:** +1421% in reach captured new publics.

Apple reaches a new level of relevance and global engagement after the launch

Share of mentions

(Bar chart)
- X: ~58%
- Reddit: ~20%
- Online news: ~15%
- Youtube: ~5%
- Bluesky: ~3%

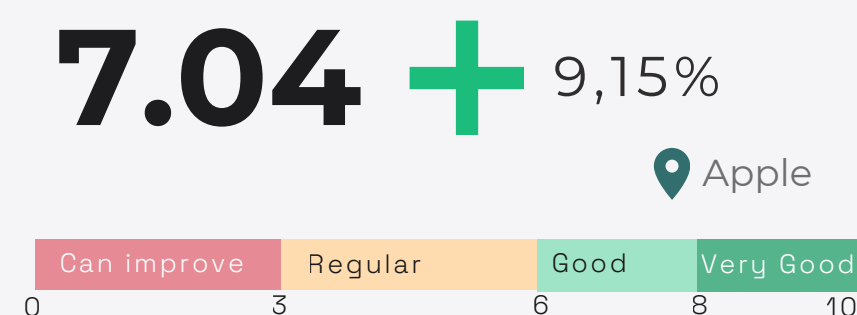(Axis: 0% 10% 20% 30% 40% 50% 60%)

Balanced sentiment and strengthened reputation in Apple's launch

The sentiment around the launch was mostly neutral (63%), with 23% positive mentions and 14% negative. The most impactful positive content came from Instagram, reaching **18.8 million** people, while the most relevant criticism emerged on X, reaching 1.9 million.

In terms of channel distribution, X accounted for more than half of all mentions, followed by Reddit, online news outlets, and YouTube. Bluesky appeared only marginally but is starting to gain visibility in the discussion.

The Brand Health Index (BHI) reached 7.04, an **increase of +9.15%** compared to the previous cycle (6.45). The brand remains in the "good performance" range, supported by a high volume of neutral and positive mentions that offset the weight of criticism.
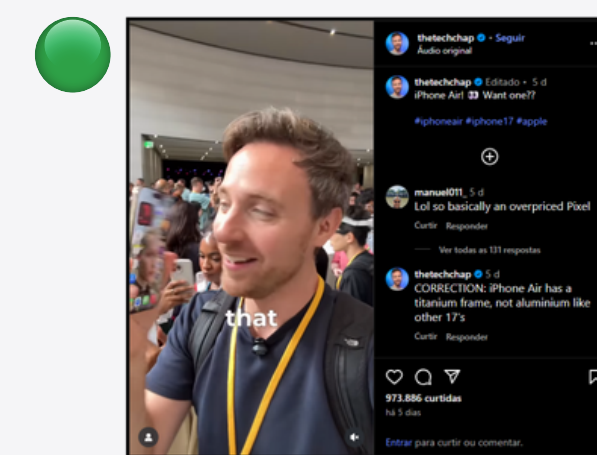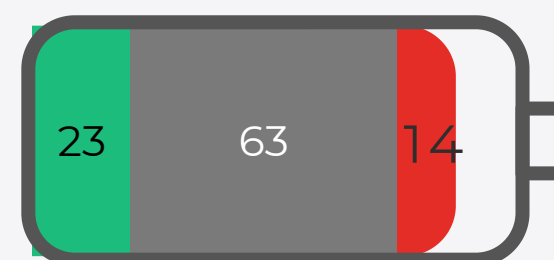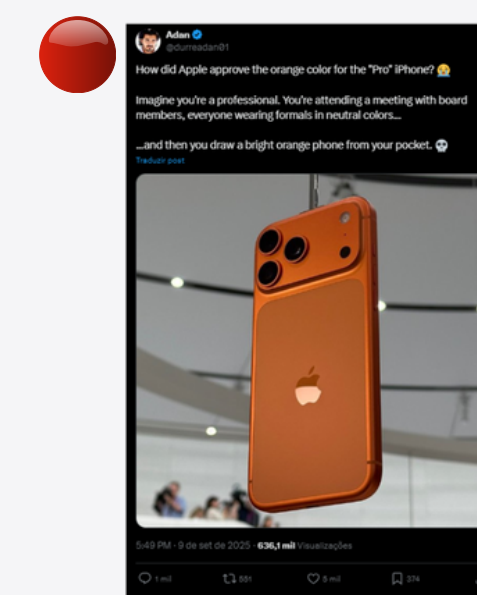
Brand Health Index

7.04 + 9,15%

📍 Apple

Can improve	Regular	Good	Very Good

0   3   6   8   10

Previous period: 6.45*

*July 13 to August 13, 2025

The BrandHealth Index is a proprietary metric of Loxias that uses statistical calculations based on the polarity of mentions.

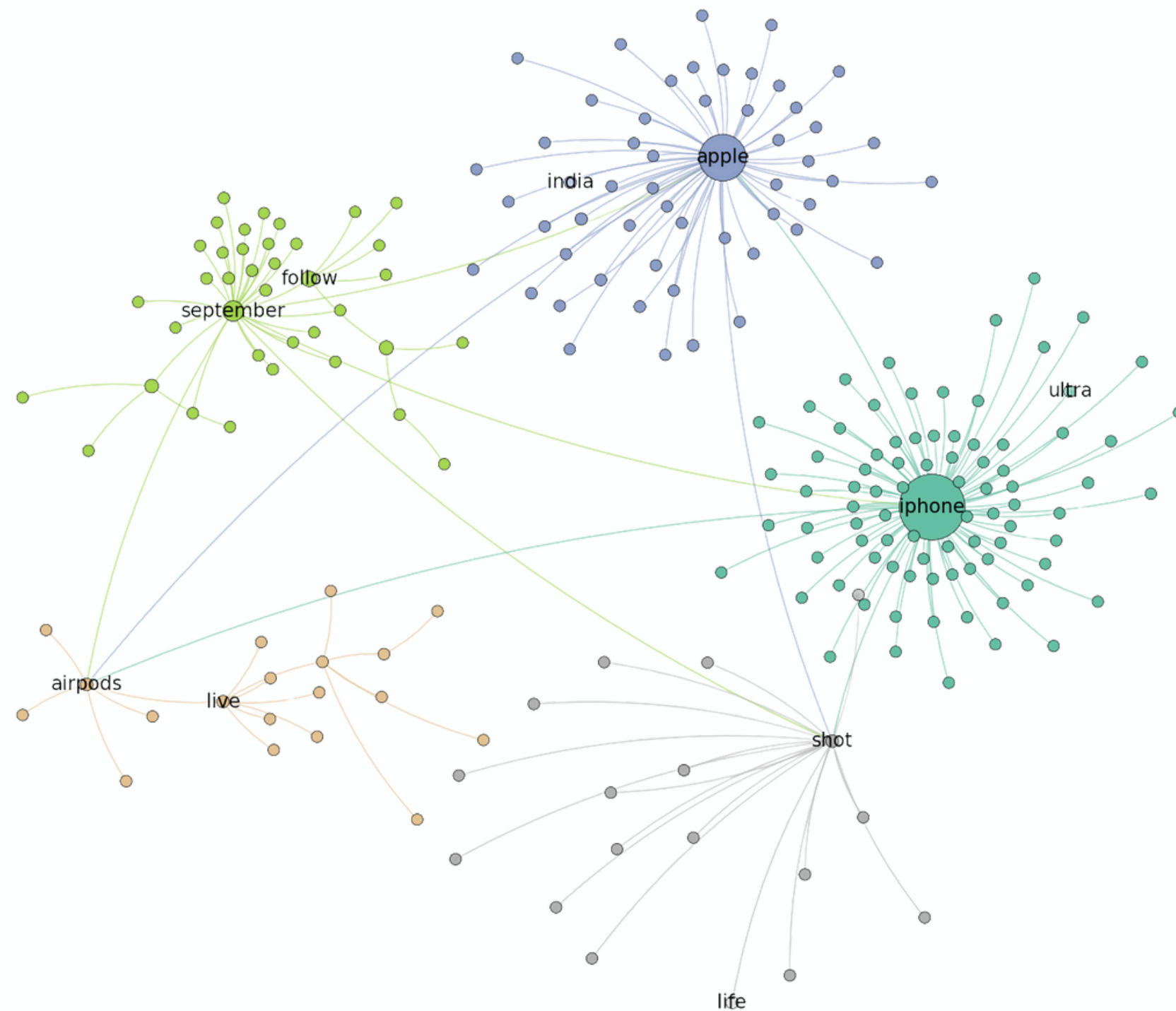## Sentiment

(Battery graphic: 23 | 63 | 14)

🟢
Reach: 18.8M

🔴
Reach: 1.9M

3

Debates on technological innovation intertwine with daily routines, identities, and new forms of online interaction
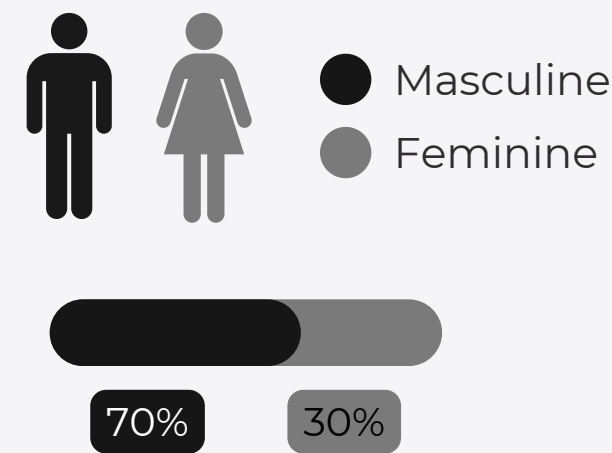

The group follows **comparisons between iPhones and Android** devices, with strong emphasis on camera performance, video quality, and battery life. Terms like ultra, camera, zoom, and pixel highlight the interest in premium features, while battery reflects concern with autonomy. Apple appears as the **central reference**, but Google's ecosystem also emerges as a relevant counterpart.

Discussions revolve around product launches and events, highlighting anticipation for new models, product lineup, and pricing strategy. There is strong interest in India and China, whether for local availability, price differences, or supply chain impact. The community closely follows not only Apple devices but also the **company's broader market positioning**.

The vocabulary reveals typical engagement practices: **giveaway, winner, follow, and retweet**. The group mobilizes around contests to increase reach, gain followers, and maintain ongoing interaction. Members actively follow posts, livestreams, and winner announcements, showing how giveaways serve as a tool for digital growth.

Amazon and Flipkart are cited as leading platforms, while products like AirPods stand out as items of interest. Terms such as sale, prices, and biggest indicate attention to large-scale promotions, while link underscores the habit of sharing real-time deals. Members also support one another by translating international product descriptions, making **global shopping more accessible**.

Words like East, West, and Upper point to iconic Manhattan areas, while personal names and professions hint at individual stories tied to these places. The terms life and shot reinforce the idea of **capturing everyday experiences** —whether through photos, social interactions, or the urban lifestyle.
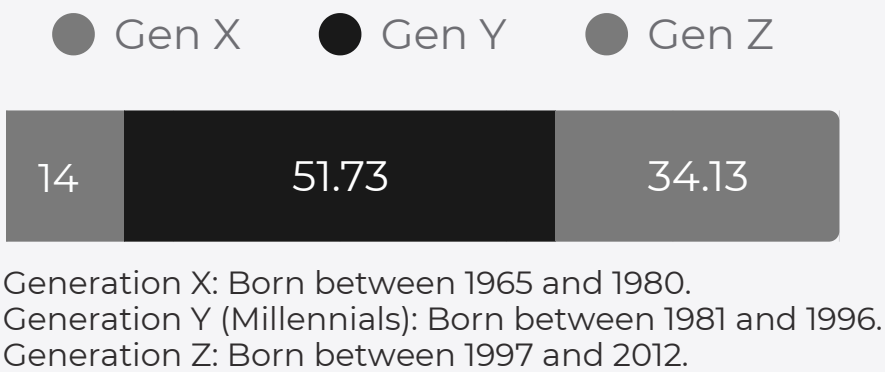
The graph transforms large volumes of data into a visual network that shows how the points are connected. Each point represents a relevant term or topic, and the lines indicate their relationships. Its purpose is to reveal how groups connect with each other — and highlight the central elements.

4

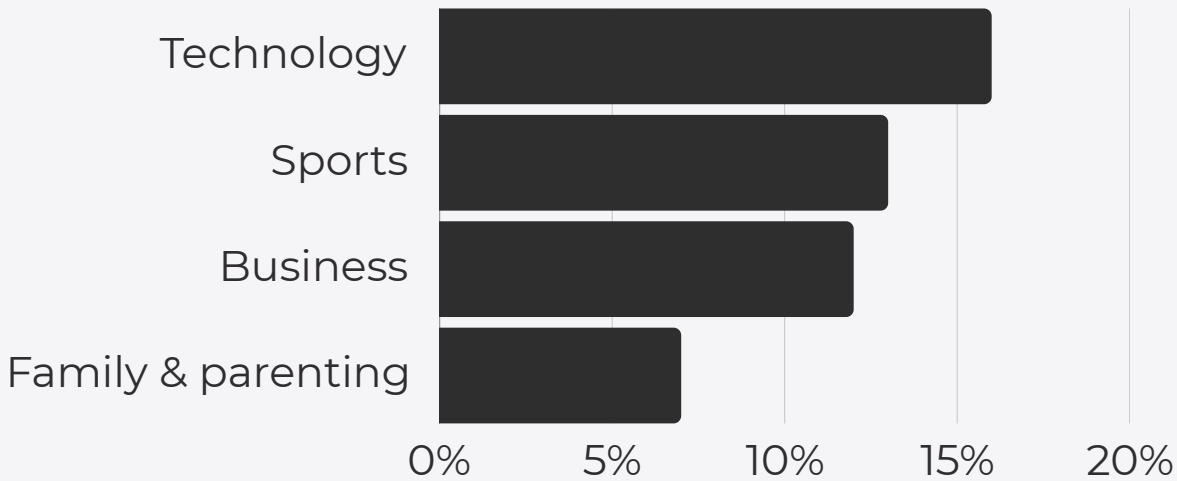# The audience driving Apple unites generations, technology, and digital influence

Gender

● Masculine
● Feminine

70% 30%

Generation

● Gen X   ● Gen Y   ● Gen Z

| 14 | 51.73 | 34.13 |

Generation X: Born between 1965 and 1980.
Generation Y (Millennials): Born between 1981 and 1996.
Generation Z: Born between 1997 and 2012.

Interests

Technology
Sports
Business
Family & parenting

0% 5% 10% 15% 20%

A closer look at the profiles shaping the discussion

Professional Profile: Ethan is a marketing executive with a master's degree in Strategic Communication. He leads branding, digital strategy, and innovation projects at a mid-sized tech company.

Connection with Apple: He follows each launch as an extension of his lifestyle and professional identity.

Digital Habits: Active on X and Reddit, he tracks trends, joins debates, and prefers visual and concise content.

What He Values: Mobility, integration, and intuitive design. He connects with brands that combine performance, purpose, and innovation.

Apple Ecosystem: He sees Apple as a community that drives productivity and keeps him ahead of change.
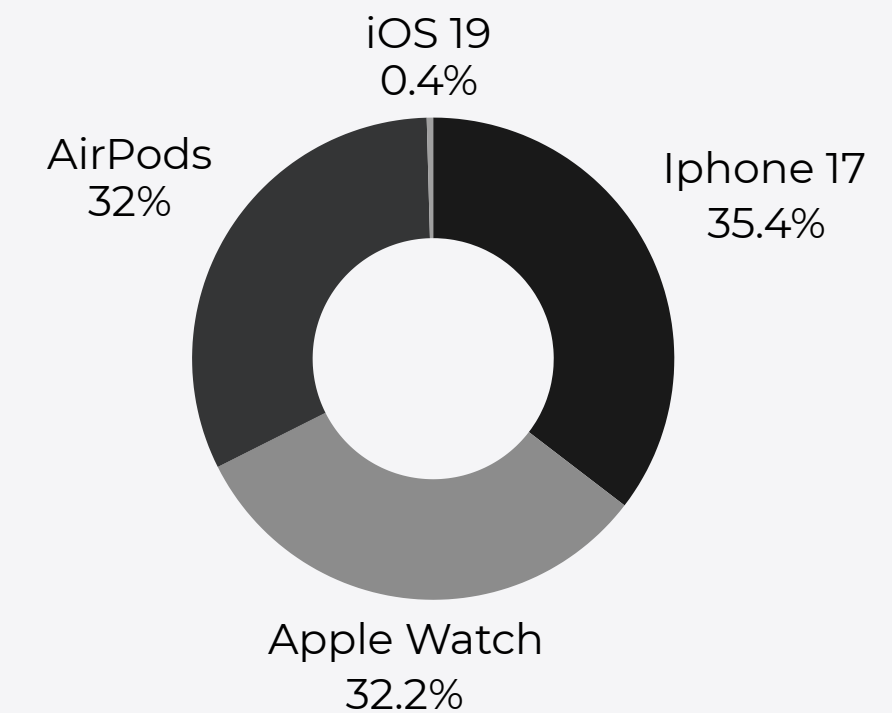
Name: Ethan Caldwell
Gender: Male
Location: Austin, Texas, USA
Occupation: Marketing Executive at a mid-sized tech company
Education: Master's degree in Strategic Communication

5

The launch conversation centers on iPhone 17 with watch and AirPods in focus

Evolution of mentions by Apple product category

Legend: ● Iphone ● Apple Watch ● AirPods ● iOS 19
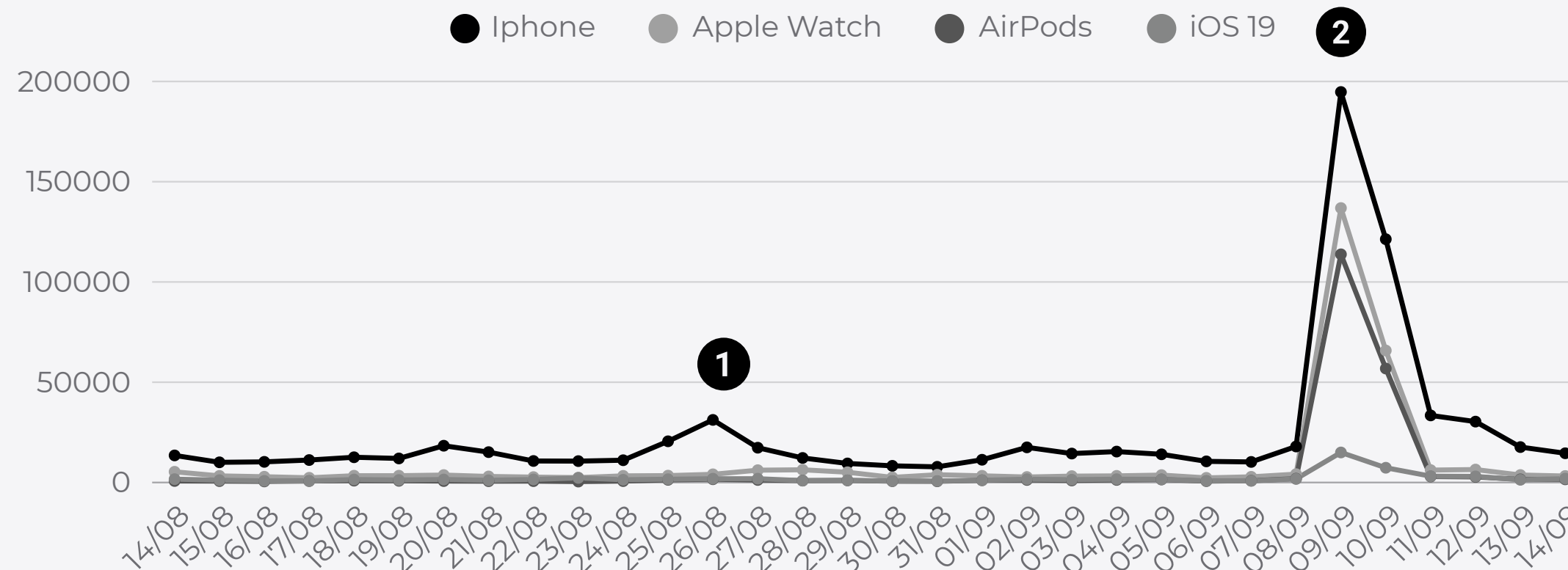
Total volume of mentions by products

- iOS 19 0.4%
- AirPods 32%
- Iphone 17 35.4%
- Apple Watch 32.2%

iPhone 17 drives the global buzz with strong support from watch and AirPods

The launch of Apple's new products concentrated attention mainly on three categories: iPhone 17 (35.4%), Apple Watch (32.2%), and AirPods (32%). iOS 19 had minimal participation in the debate (0.4%), reinforcing that the spotlight was on hardware.

- **iPhone 17 leadership:** over one-third of mentions (35.4%), the main driver of buzz.
- **Watch and AirPods:** nearly equal shares (32.2% and 32%), both highly relevant.
- **iOS in the background:** just 0.4%, far below hardware attention.
- **Two peaks:** fan content in late August and the September 9 keynote.
- **Reach on X:** Tim Cook (5.5M) and The Apple Hub (919K) posts amplified visibility.
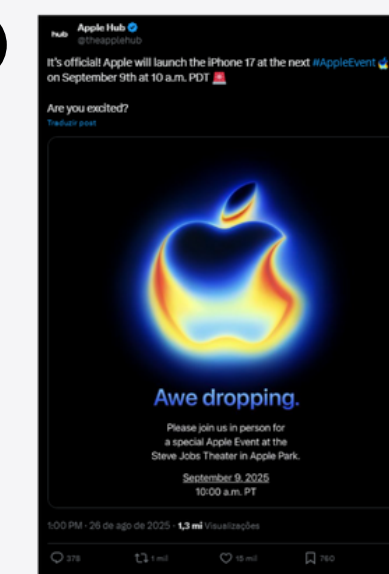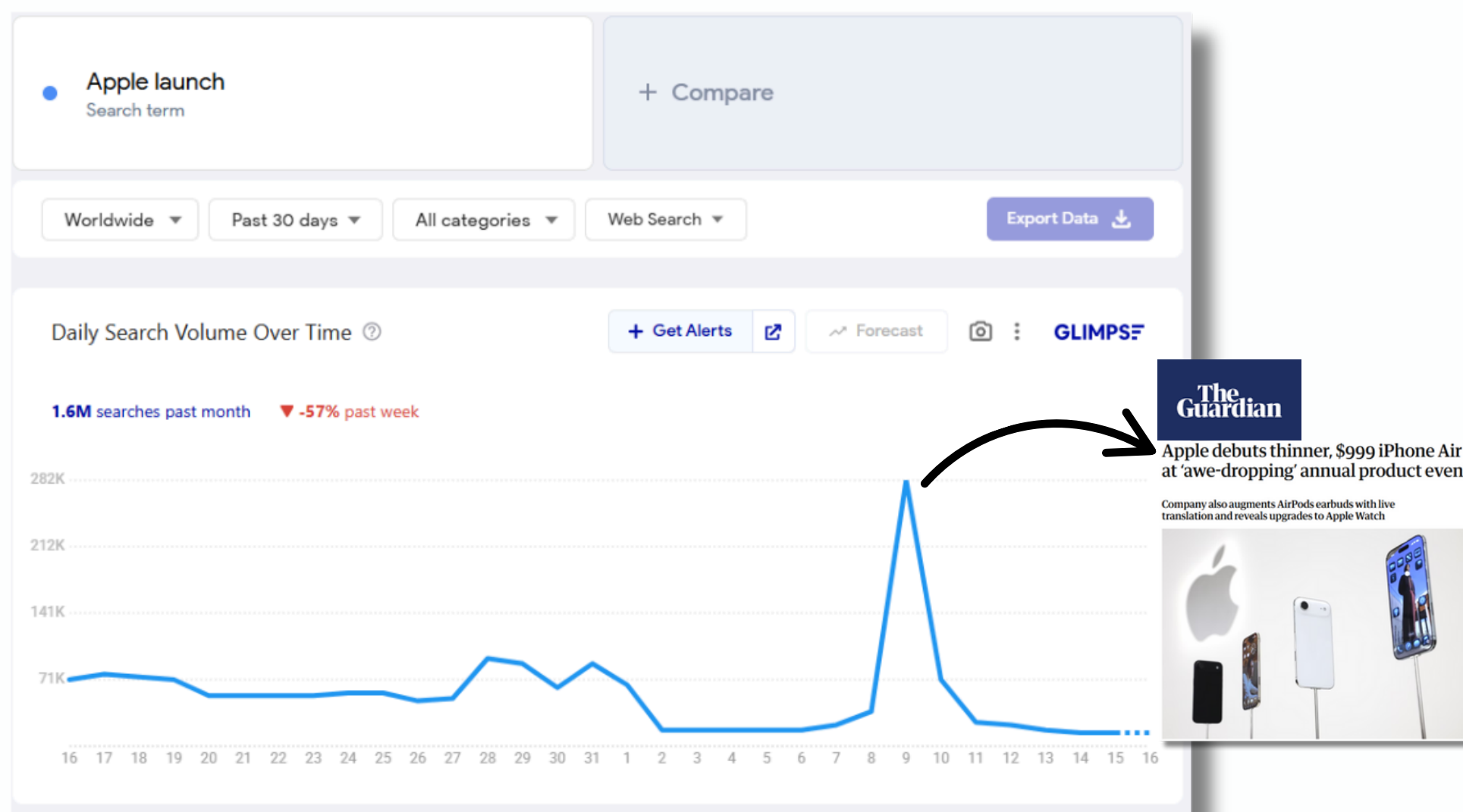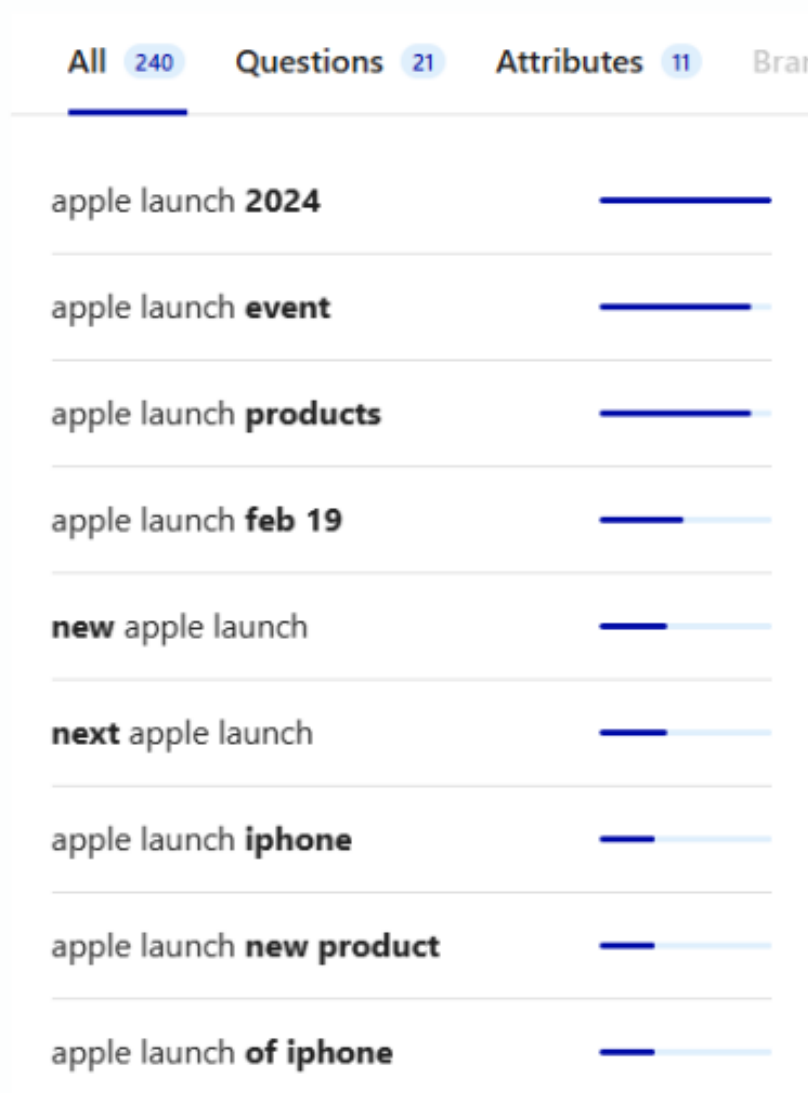

Reach: 919K

Reach: 5.5M

Search trends that shaped the launch conversation

An overview of what people were looking for around the event

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Launch searches peak during keynote and spark global interest

With 1.6M searches in the past month, engagement was brief but intense, driven by rising attention from emerging Asian markets

In the past month, the term **"Apple launch" reached 1.6M searches**, but with a 57% drop in the last week. The curve shows initial stability, a decline at the beginning of September, and a peak on 9/9, aligned with the keynote. After the event, searches dropped quickly.

Key Insights
- 9/9 concentrated the highest search volume.
- Engagement was intense but short-lived.
- Top queries included event, products, iPhone, along with mentions of 2024 and Feb 19, showing interest both in the present and in future launches.

DID YOU KNOW?

Although the United States and Europe are traditionally Apple's largest markets, the highest search interest for the term "Apple launch" in the past 30 days came from Nepal, the United Arab Emirates, India, Bangladesh, and Singapore.
This result shows that anticipation around Apple's launches has been gaining strength in emerging Asian markets, reinforcing the brand's global relevance beyond its historical consumer hubs.

iPhone 17 consolidates its role and expands global influence

With engagement peaks at the keynote and a 9.15% increase in brand reputation, the launch reinforces the company's strength and broadens its relevance in new markets

Reach and launch impact
The iPhone 17 launch cycle generated 1.16 million mentions, driven by 366,000 unique authors and an estimated 18.7 billion in reach. With 391 million impressions, the event stood out as one of the brand's most impactful in recent years. Compared to the previous period, growth was significant: +82% in mentions, +37% in authors, +1421% in reach, and +160% in impressions.

Sentiment and brand reputation
Sentiment remained largely neutral (63%), supported by 23% positive mentions and balanced against 14% negative. The most influential positive content reached 18.8 million people, while the leading criticism had 1.9 million reach. The Brand Health Index advanced from 6.45 to 7.04 (+9.15%), signaling stronger reputation and sustained trust, even in the face of debate.

Product categories and market focus
The conversation centered on the iPhone 17 (35.4%), while Apple Watch (32.2%) and AirPods (32%) secured nearly equal shares of attention. iOS 19 accounted for only 0.4%, underscoring the dominance of hardware in the narrative. Two critical peaks defined momentum: early anticipation in late August and the September 9 keynote, amplified by fan engagement and official communication.

Search trends and conclusion
Google searches for "Apple launch" totaled 1.6 million in 30 days, spiking on 9/9 before dropping sharply. Interest was highest in Nepal, the UAE, India, Bangladesh, and Singapore, reflecting growing demand in Asian markets. Together, these results highlight how the iPhone 17 launch not only reinforced Apple's ability to command global attention but also expanded its influence across new regions—consolidating its position as a cultural and technological benchmark.

About Loxias

WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI

LEARN FROM THE BEST

Learning is a matter of gathering knowledge, wisdom is applying that knowledge. Top posts in engagement
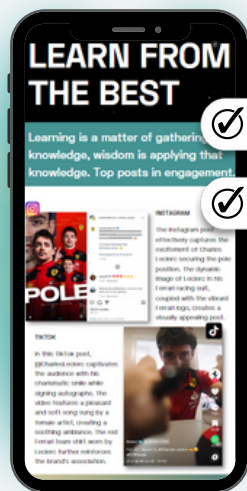
✓ Image Analysis

✓ Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

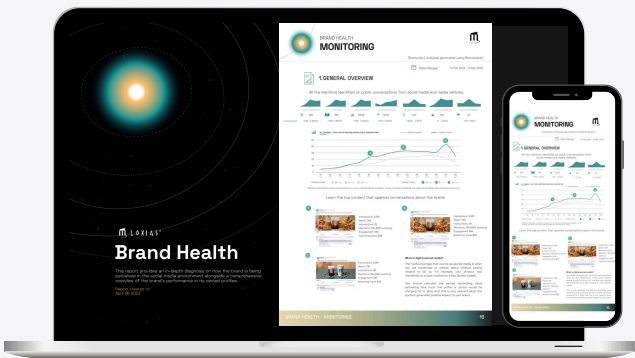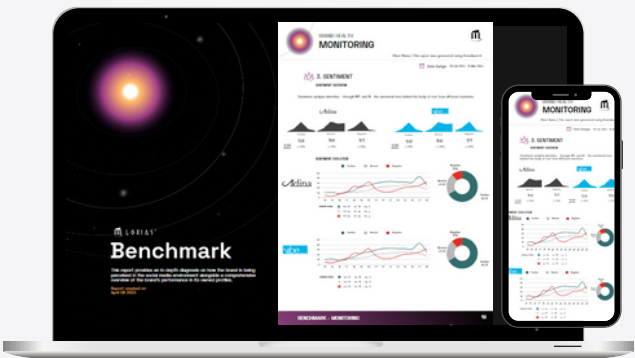## In-deph analysis of a particular brand in the social media landscape

OUR PRODUCTS

Benchmark
Discover brand narratives, compare customer perceptions.

Brand Health
Comprehensive overview of the brand's across Monitoring.

- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management

Receive your report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts

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THANK YOU_

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