Apple’s road to $4 trillion starts with its rumored headset and Apple car

Daniel Howley · Wednesday

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Apple will need to enter uncharted territory to reach $4 trillion

Apple (AAPL) on Monday made history by becoming the first publicly traded company with a market cap of $3 trillion. It’s now seesawing back and forth between the mark for the thrill of it.

It’s a remarkable feat for a company that needed a cash infusion from rival Microsoft in 1997 to stay afloat. But $3 trillion is Monday’s news. So where does the company go from here?

There’s the obvious — more iPhones that get people into the company’s ecosystem and accessories like the Apple Watch and AirPods to keep them hooked. But the company will also need to take big risks on its way to $4 trillion.

"Apple needs to assume that the sort of market power that they’ve enjoyed with the App Store and in the price of the iPhones, that's going to disappear," explained Duke University Fuqua School of Business professor Campbell Harvey.
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