

After the Antimonopoly case Google, the Bank of America became
“more confident” in Apple

Bank of America improved Apple's forecast, raising the target price from \$ 250 to \$ 260. The reason is the unexpectedly favorable court decision in the Google antimonopoly case.

Earlier, Analyst of the Bank of the WASIS MOKHAN noted that he does not expect record sales of the future iPhone 17, but still recommends buying Apple shares. The presentation of new models can take place on September 9, pre-orders will open on September 12, and smartphones will appear on sale on September 19. The main novelty is a thinner model of the iPhone 17 Air, which will replace the Plus version. However, according to the analyst, investors did not expect a breakthrough from this breakthrough. The situation has changed after the court's decision: Google was able to avoid the risk of separating Chrome from itself and abandoning transactions from Apple to the search engine in a state. Against the background of this action, Apple increased by 3.8%, and Google - by almost 9%.

If the growth continues, the company will not only reach the new forecast Bank of America, but will also be able to exceed its historical maximum - \$ 260.10 per share at the end of 2024.