

• APPLE PRICE ALERT · JUNE 25, 2026

Apple Raises Prices

Across Mac & iPad

On June 25, Apple pushed through one of its broadest price increases in years — Mac, iPad, Mac Studio, HomePod, and Apple TV all got more expensive overnight. iPhone, Apple Watch, and AirPods were left untouched, for now. Here's what changed, why, and what it means before you buy.

MacBook Air

MacBook Pro

MacBook Neo

iPad Air

iPad Pro

Mac Studio

What Happened — June 25, 2026

A Global Chip Shortage Hits Your Wallet

Apple updated prices worldwide on its online store, with an average increase of around **\$247 USD** and jumps of up to **\$500 USD** on top-tier configurations. The cause: a global shortage of memory (RAM) and storage chips, driven by massive AI data-center buildouts. Memory makers are selling capacity to AI companies at much higher prices, leaving less — and pricier — memory for laptops, tablets, and consoles.

Apple CEO Tim Cook described it as something he hadn't seen in over 40 years in the industry. Analysts expect the iPhone to get more expensive too with the

iPhone 18 launch this fall, and don't expect real relief in the memory market before late 2027.

Price Changes at a Glance

MacBook Air

~~\$1,099~~ **\$1,299**

US reference pricing

MacBook Pro

~~\$1,699~~ **\$1,999**

US reference pricing

MacBook Neo

~~\$599~~ **\$699**

US reference pricing

iPad Air

~~\$599~~ **\$749**

US reference pricing

iPad Pro

~~\$999~~ **\$1,199**

US reference pricing

Mac Studio

~~\$1,999~~ **\$2,499**

US reference pricing

Reference prices in USD, US market. Source: MacRumors, CNBC, and CBS News reporting, June 2026.

Our Take as Apple Specialists

Before You Pay 2026 Prices

- 1 Check if it's fixable first.** With over 10 years supporting Mac, iPad, and iPhone users and small businesses, we find most devices under 3 years old just need optimization or a component repair — not a replacement.
- 2 Book a free diagnostic call.** We'll tell you honestly whether a repair or upgrade makes more sense than buying new at today's higher prices.
- 3 Consider certified refurbished.** Apple Certified Refurbished stock is a solid way to get newer hardware without the full price hike.
- 4 If you need an iPhone, buy before fall.** iPhone pricing hasn't moved yet, but analysts expect an increase with the iPhone 18 launch in September.
- 5 Don't expect quick relief.** Industry trackers project the memory shortage to persist into late 2027 — plan upgrades with that timeline in mind.

Pricing and forecasts based on reporting from MacRumors, CNBC, CBS News, and The Washington Post as of late June 2026, and subject to change.

On the Horizon

iPhone 18 Launch — price increase expected	September 2026
Apple Watch Series 11 Launch	September 2026
DRAM prices projected +58–63% further	Q2–Q3 2026
Meaningful memory supply relief expected	Not before late 2027

DIGITAL HELP

Sources: [MacRumors](#), [CNBC](#), [CBS News](#) · [digitechhelp.com](#)