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THE VERGE

TL;DR

Apple's stock is down 18 percent since it launched that ugly iPhone battery case

Correlation isn't causation, but what if it is?

By [Vlad Savov](#) on January 22, 2016 07:51 am [Email](#) [Email](#) [@vladsavov](#)



At the close of trading on December 7th, Apple's share price was a robust \$118.28. The following day Apple introduced the \$99 [Smart Battery Case](#) for the iPhone 6 and 6S series, and then everything went to hell. As of this writing, Apple's stock price is at \$96.30. That's more than 18 percent off the Cupertino company's pre-Smart Battery Case price, which had up until then been holding steady for a few months. Now, we're not saying that Apple's *incredibly ugly* battery case spooked investors and had a direct effect on the company's stock price, but we're not *not* saying that, either.

When it reports its quarterly earnings next week, Apple is sure to talk about adverse macroeconomic conditions and other such polysyllabic complexities, but it's [coming dangerously close](#) to being matched in value by Alphabet, Google's parent company. As for what's really causing the drop in share price, analysts might blame the general slowdown in the economy or consumer market saturation, but hey, let's not rule out the battery case.

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