

AAPL COMPANY

Apple announces significant price increases for MacBooks, iPads, more

Chance Miller | Jun 25 2026 - 5:43 am PT | 3 Comments



Apple has raised prices across the board for many of its products today. MacBook Neo now starts at \$699 (up from \$599), while MacBook Air now starts at \$1299 (up from \$1099). Other impacted products include MacBook Pro, iPad, iPad Air, and many more.

iPhone, Apple Watch, and AirPods pricing is unchanged.

Why is Apple increasing prices?

Apple CEO Tim Cook confirmed the company would increase product prices in an interview last week. Cook explained that price increases had simply become “unavoidable” amid skyrocketing component costs affecting things like memory and storage. While Apple tried to weather the storm itself, the situation was ultimately “unsustainable.”

“We’re doing our best to mitigate the huge increases that are being passed to us, and we’ve been trying to shield our customers from the increases, but the situation has become unsustainable,” Cook said in the interview.

Cook specifically called out the increasing amount of memory going to high-bandwidth memory used for AI servers. “There’s less supply at a time when consumers want devices and the memory guys are passing along huge price increases,” he said.

In a statement to *Reuters* today, Apple said:

“We have never seen a component price increase this much, this quickly. We have shielded our customers from these increases so far, but we have now reached a point where we need to begin raising prices on a number of products, including today’s increases for iPad and Mac. We know this is not welcome news, and we are working tirelessly to find solutions.”

How much is Apple increasing prices?

Today’s price increases affect a ton of different Apple products, including the base starting price on things like MacBook Air, MacBook Neo, and more.

Macs

- MacBook Neo: \$699 (up from \$599)
- 13-inch MacBook Air: \$1,299 (up from \$1,099)
- 15-inch MacBook Air: \$1,499 (up from \$1,299)
- M5 MacBook Pro: \$1,999 (up from \$1,699)
- M5 Pro MacBook Pro: \$2,499 (up from \$2,199)
- M5 Max MacBook Pro: \$4,099 (up from \$3,599)
- iMac: \$1,499 (up from \$1,299)
- M4 Max Mac Studio: \$2,499 (up from \$1,999)
- M3 Ultra Mac Studio: \$5,299 (up from \$3,999)

iPads

- iPad: \$449 (up from \$349)
- 11-inch iPad Air: \$749 (up from \$599)
- 13-inch iPad Air: \$949 (up from \$749)
- 11-inch iPad Pro: \$1,199 (up from \$999)
- 13-inch iPad Pro: \$1,499 (up from \$1,299)
- iPad mini: \$599 (up from \$499)

More products:

- Apple TV 4K: \$199 (up from \$129)
- HomePod: \$349 (up from \$299)
- HomePod mini: \$129 (up from \$99)
- Vision Pro: \$3,699 (up from \$3,499)

What do you think about this? [Share your thoughts](#) or [ask a question](#) in the comments below. We'll know what you think.

Amazon

The price increases affect a ton of different Apple products, including the base starting price on things like MacBook Air, MacBook Neo, and more.

- MacBook Neo: \$699 (up from \$599)
- 13-inch MacBook Air: \$1,299 (up from \$1,099)
- 15-inch MacBook Air: \$1,499 (up from \$1,299)
- M5 MacBook Pro: \$1,999 (up from \$1,699)
- iPad Air: \$449 (up from \$349)
- iPad Pro: \$1,199 (up from \$999)
- iPad: \$449 (up from \$349)

More to come ...

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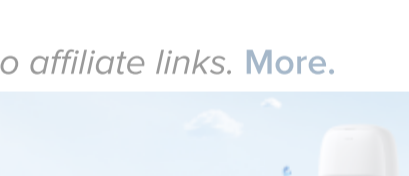
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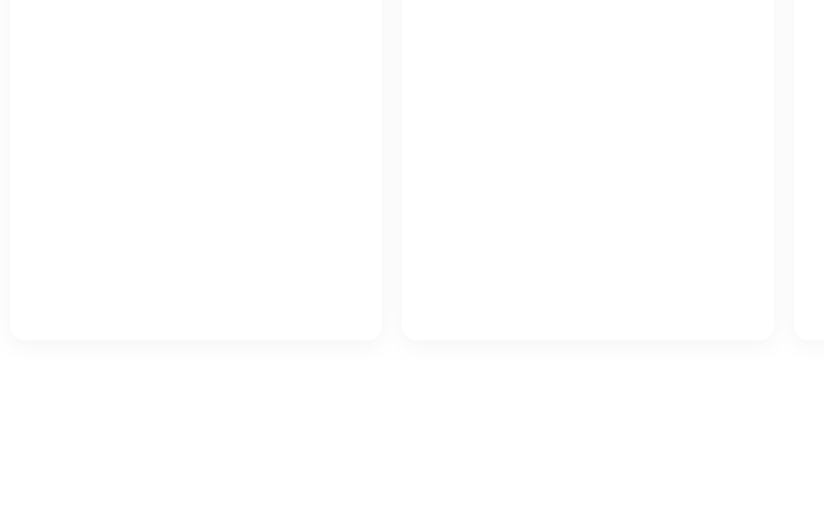
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Chance is the editor-in-chief of 9to5Mac, overseeing the entire site's operations. He also hosts the 9to5Mac Daily and 9to5Mac Happy Hour podcasts.

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