

Smartwatch Market By Product (Extension, Standalone, and Classical), Application (Personal Assistance, Wellness, Healthcare, Sports, and Others), and Operating System (WatchOS, Android, RTOS, Tizen, and Others): Global Opportunity Analysis and Industry Forecast, 2020-2027

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Abstracts

Smartwatch is a computerized wristwatch with functionality similar to a smart phone. It is considered to be one of the major mainstream wearable gadgets in existence. It is capable of performing various tasks such as heart rate monitoring, calorie count, steps monitoring, calling facility, and alarm feature.

Smartwatch is similar to mobile phone device with a touchscreen display and consists of various apps through which a person can access his mobile phone. This enhanced wearable technology provides its users with various features such as fast access to social networking sites, instant notification related to calls and messages, and feature of synchronizing phone data with the watch.

Factors such as increase in demand for wireless fitness and sports devices, surge in health awareness among users, and rise in technological advancements in smartwatch by market players are expected to drive the market growth to a certain extent. However, high initial cost of the technology, and problems related to power consumption and low battery life are the major barriers to the market growth. Furthermore, surge in emphasis for connected devices among various industries, and increase in demand for connected ecosystem are expected to offer lucrative opportunities for the market growth globally.

The smartwatch market is segmented into product, application, operating system, and

region. By product, the market is categorized into extension, standalone, and classical. By application, it is divided into personal assistance, wellness, healthcare, sports, and others. On the basis of operating system, the market is categorized into watchOS, android, RTOS, Tizen, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA along with its prominent countries.

The key players operating in the global smartwatch market are Apple Inc., Fitbit Inc., Garmin, Huawei Technologies, Fossil Group, Motorola, Sony Corporation, Samsung Electronics, LG Electronics, TomTom International and Amazon. These key players have adopted strategies such as product portfolio expansion, mergers & acquisitions, agreements, geographical expansion, and collaborations to enhance their market penetration.

KEY BENEFITS FOR STAKEHOLDERS

This study includes the analytical depiction of the smartwatch market forecast along with the current trends and future estimations to determine the imminent investment pockets.

The report presents information regarding the key drivers, restraints, and opportunities in the market.

The smartwatch market growth is quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.

Porter's five forces analysis illustrates the potency of the buyers and suppliers in the industry.

SMARTWATCH MARKET SEGMENTATION

BY PRODUCT

Extension

Standalone

Classical

BY APPLICATION

Personal Assistance

Wellness

Healthcare

Sports

Others

BY OPERATING SYSTEM

WatchOS

Android

RTOS

Tizen

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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