

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

Contents

CHAPTER 1:INTRODUCTION

- 1.1.REPORT DESCRIPTION
- 1.2.KEY BENEFITS FOR STAKEHOLDERS
- 1.3.KEY MARKET SEGMENTS
- 1.4.RESEARCH METHODOLOGY
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.CXO PERSPECTIVE

CHAPTER 3:MARKET OVERVIEW

- 3.1.MARKET DEFINITION AND SCOPE
- 3.2.KEY FINDINGS
 - 3.2.1.Top impacting factors
 - 3.2.2.Top investment pockets
- 3.3.TOP WINNING STRATEGIES
- 3.4.PORTER'S FIVE FORCES ANALYSIS
- 3.5.SMARTWATCH MARKET VOLUME SHARE, 2018 & 2019
- 3.6.MARKET DYNAMICS
 - 3.6.1.Drivers
 - 3.6.1.1.Growth in demand for wireless fitness & sports devices
 - 3.6.1.2.Increase in health awareness among the consumers
 - 3.6.1.3.Emergence of large number of players in the market
 - 3.6.2.Restraint
 - 3.6.2.1.High initial cost of smartwatch
 - 3.6.3.Opportunity
 - 3.6.3.1.Rise in investment on building connected ecosystem

CHAPTER 4:GLOBAL SMARTWATCH MARKET, BY PRODUCT

- 4.1.OVERVIEW
- 4.2.EXTENSION

- 4.2.1.Key market trends, growth factors and opportunities
- 4.2.2.Market size and forecast, by region
- 4.2.3.Market analysis by country

4.3.STANDALONE

- 4.3.1.Key market trends, growth factors, and opportunities
- 4.3.2.Market size and forecast, by region
- 4.3.3.Market analysis by country

4.4.CLASSICAL

- 4.4.1.Key market trends, growth factors, and opportunities
- 4.4.2.Market size and forecast, by region
- 4.4.3.Market analysis by country

CHAPTER 5:SMARTWATCH MARKET, BY APPLICATION

5.1.OVERVIEW

5.2.PERSONAL ASSISTANCE

- 5.2.1.Key market trends, growth factors and opportunities
- 5.2.2.Market size and forecast, by region
- 5.2.3.Market analysis by country

5.3.WELLNESS

- 5.3.1.Key market trends, growth factors and opportunities
- 5.3.2.Market size and forecast, by region
- 5.3.3.Market analysis by country

5.4.HEALTHCARE

- 5.4.1.Key market trends, growth factors and opportunities
- 5.4.2.Market size and forecast, by region
- 5.4.3.Market analysis by country

5.5.SPORTS

- 5.5.1.Key market trends, growth factors and opportunities
- 5.5.2.Market size and forecast, by region
- 5.5.3.Market analysis by country

5.6.OTHERS

- 5.6.1.Key market trends, growth factors and opportunities
- 5.6.2.Market size and forecast, by region
- 5.6.3.Market analysis by country

CHAPTER 6:SMARTWATCH MARKET, BY OPERATING SYSTEM

6.1.OVERVIEW

6.2.WATCHOS

6.2.1.Key market trends, growth factors and opportunities

6.2.2.Market size and forecast, by region

6.2.3.Market analysis by country

6.3.ANDROID

6.3.1.Key market trends, growth factors and opportunities

Market size and forecast, by region

6.3.2.Market analysis by country

6.4.REAL-TIME OPERATING SYSTEM

6.4.1.Key market trends, growth factors and opportunities

6.4.2.Market size and forecast, by region

6.4.3.Market analysis by country

6.5.TIZEN

6.5.1.Key market trends, growth factors and opportunities

6.5.2.Market size and forecast, by region

6.5.3.Market analysis by country

6.6.OTHERS

6.6.1.Key market trends, growth factors and opportunities

6.6.2.Market size and forecast, by region

6.6.3.Market analysis by country

CHAPTER 7:SMARTWATCH MARKET, BY REGION

7.1.OVERVIEW

7.2.NORTH AMERICA

7.2.1.Key market trends, growth factors, and opportunities

7.2.2.Market size and forecast, by product

7.2.3.Market size and forecast, by application

7.2.4.Market size and forecast, by operating system

7.2.4.1.U.S.

7.2.4.1.1.Market size and forecast, by product

7.2.4.1.2.Market size and forecast, by application

7.2.4.1.3.Market size and forecast, by Operating Systems

7.2.4.2.Canada

7.2.4.2.1.Market size and forecast, by product

7.2.4.2.2.Market size and forecast, by application

7.2.4.2.3.Market size and forecast, by operating system

7.2.4.3.Mexico

7.2.4.3.1.Market size and forecast, by product

7.2.4.3.2. Market size and forecast, by application

7.2.4.3.3. Market size and forecast, by operating system

7.3. EUROPE

7.3.1. Key market trends, growth factors, and opportunities

7.3.2. Market size and forecast, by product

7.3.3. Market size and forecast, by application

7.3.4. Market size and forecast, by operating system

7.3.5. Market analysis by country

7.3.5.1. UK

7.3.5.1.1. Market size and forecast, by product

7.3.5.1.2. Market size and forecast, by application

7.3.5.1.3. Market size and forecast, by operating system

7.3.5.2. Germany

7.3.5.2.1. Market size and forecast, by product

7.3.5.2.2. Market size and forecast, by application

7.3.5.2.3. Market size and forecast, by operating system

7.3.5.3. France

7.3.5.3.1. Market size and forecast, by product

7.3.5.3.2. Market size and forecast, by application

7.3.5.3.3. Market size and forecast, by operating system

7.3.5.4. Italy

7.3.5.4.1. Market size and forecast, by product

7.3.5.4.2. Market size and forecast, by application

7.3.5.4.3. Market size and forecast, by operating system

7.3.5.5. Rest of Europe

7.3.5.5.1. Market size and forecast, by product

7.3.5.5.2. Market size and forecast, by application

7.3.5.5.3. Market size and forecast, by operating system

7.4. ASIA-PACIFIC

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by product

7.4.3. Market size and forecast, by application

7.4.4. Market size and forecast, by operating system

7.4.5. Market analysis by country

7.4.5.1. China

7.4.5.1.1. Market size and forecast, by product

7.4.5.1.2. Market size and forecast, by application

7.4.5.1.3. Market size and forecast, by operating system

7.4.5.2. Japan

- 7.4.5.2.1. Market size and forecast, by product
- 7.4.5.2.2. Market size and forecast, by application
- 7.4.5.2.3. Market size and forecast, by operating system

7.4.5.3. India

- 7.4.5.3.1. Market size and forecast, by product
- 7.4.5.3.2. Market size and forecast, by application
- 7.4.5.3.3. Market size and forecast, by operating system

7.4.5.4. Australia

- 7.4.5.4.1. Market size and forecast, by product
- 7.4.5.4.2. Market size and forecast, by application
- 7.4.5.4.3. Market size and forecast, by operating system

7.4.5.5. Rest of Asia-Pacific

- 7.4.5.5.1. Market size and forecast, by product
- 7.4.5.5.2. Market size and forecast, by application
- 7.4.5.5.3. Market size and forecast, by operating system

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast, by product

7.5.3. Market size and forecast, by application

7.5.4. Market size and forecast, by operating system

7.5.5. Market analysis by country

7.5.5.1. Latin America

- 7.5.5.1.1. Market size and forecast, by product
- 7.5.5.1.2. Market size and forecast, by application
- 7.5.5.1.3. Market size and forecast, by operating system

7.5.5.2. Middle East

- 7.5.5.2.1. Market size and forecast, by product
- 7.5.5.2.2. Market size and forecast, by application
- 7.5.5.2.3. Market size and forecast, by operating system

7.5.5.3. Africa

- 7.5.5.3.1. Market size and forecast, by product
- 7.5.5.3.2. Market size and forecast, by application
- 7.5.5.3.3. Market size and forecast, by operating system

CHAPTER 8: COMPANY PROFILES

8.1. APPLE INC.

8.1.1. Company overview

8.1.2. Key Executives

- 8.1.3. Company snapshot
- 8.1.4. Operating business segments
- 8.1.5. Product portfolio
- 8.1.6. Business performance
- 8.1.7. Key strategic moves and developments
- 8.2. FITBIT, INC.
 - 8.2.1. Company overview
 - 8.2.2. Key Executives
 - 8.2.3. Company snapshot
 - 8.2.4. Product portfolio
 - 8.2.5. Business performance
 - 8.2.6. Key strategic moves and developments
- 8.3. GARMIN LTD.
 - 8.3.1. Company overview
 - 8.3.2. Key Executives
 - 8.3.3. Company snapshot
 - 8.3.4. Operating business segments
 - 8.3.5. Product portfolio
 - 8.3.6. Business performance
 - 8.3.7. Key strategic moves and developments
- 8.4. HUAWEI TECHNOLOGIES CO., LTD.
 - 8.4.1. Company overview
 - 8.4.2. Key Executives
 - 8.4.3. Company snapshot
 - 8.4.4. Operating business segments
 - 8.4.5. Product portfolio
 - 8.4.6. Business performance
 - 8.4.7. Key strategic moves and developments
- 8.5. FOSSIL GROUP
 - 8.5.1. Company overview
 - 8.5.2. Operating business segments
 - 8.5.3. Product portfolio
 - 8.5.4. Business performance
- 8.6. MOTOROLA MOBILITY LLC (LENOVO)
 - 8.6.1. Company overview
 - 8.6.2. Key Executives
 - 8.6.3. Company snapshot
 - 8.6.4. Operating business segments
 - 8.6.5. Product portfolio

- 8.6.6.Business performance
- 8.7.SONY CORPORATION
 - 8.7.1.Company overview
 - 8.7.2.Key Executives
 - 8.7.3.Company snapshot
 - 8.7.4.Operating business segments
 - 8.7.5.Product portfolio
 - 8.7.6.Business performance
- 8.8.SAMSUNG ELECTRONICS CO. LTD.
 - 8.8.1.Company overview
 - 8.8.2.Key Executives
 - 8.8.3.Company snapshot
 - 8.8.4.Operating business segments
 - 8.8.5.Product portfolio
 - 8.8.6.Business performance
 - 8.8.7.Key strategic moves and developments
- 8.9.TOMTOM INTERNATIONAL B.V.
 - 8.9.1.Company overview
 - 8.9.2.Key Executives
 - 8.9.3.Company snapshot
 - 8.9.4.Operating business segments
 - 8.9.5.Product portfolio
 - 8.9.6.Business performance
 - 8.9.7.Key strategic moves and developments
- 8.10.AMAZON.COM, INC.
 - 8.10.1.Company overview
 - 8.10.2.Key Executives
 - 8.10.3.Company snapshot
 - 8.10.4.Operating business segments
 - 8.10.5.Product portfolio
 - 8.10.6.R&D Expenditure
 - 8.10.7.Business performance

List Of Tables

LIST OF TABLES

- TABLE 01.GLOBAL SMARTWATCH MARKET, BY PRODUCT, 2019-2027(\$MILLION)
- TABLE 02.SMARTWATCH MARKET REVENUE FOR EXTENSION, BY REGION
2019-2027 (\$MILLION)
- TABLE 03.SMARTWATCH MARKET REVENUE FOR STANDALONE, BY REGION
2019-2027 (\$MILLION)
- TABLE 04.SMARTWATCH MARKET REVENUE FORCLASSICAL, BY REGION
2019–2027 (\$MILLION)
- TABLE 05.GLOBAL SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)
- TABLE 06.SMARTWATCH MARKET REVENUE FOR PERSONAL ASSISTANCE, BY
REGION, 2019–2027 (\$MILLION)
- TABLE 07.SMARTWATCH MARKET REVENUE FORWELLNESS, BY REGION
2019-2027 (\$MILLION)
- TABLE 08.SMARTWATCH MARKET REVENUE FOR HEALTHCARE, BY REGION,
2019–2027 (\$MILLION)
- TABLE 09.SMARTWATCH MARKET REVENUE FOR SPORTS, BY REGION,
2019–2027 (\$MILLION)
- TABLE 10.SMARTWATCH MARKET REVENUE FOROTHERS, BY REGION
2019–2027 (\$MILLION)
- TABLE 11.GLOBAL SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027
(\$MILLION)
- TABLE 12.SMARTWATCH MARKET REVENUE FORWATCHOS , BY REGION,
2019–2027 (\$MILLION)
- TABLE 13.SMARTWATCH MARKET REVENUE FORANDROID, BY REGION
2019-2027 (\$MILLION)
- TABLE 14.SMARTWATCH MARCH REVENUE FOR RTOS, BY REGION, 2019–2027
(\$MILLION)
- TABLE 15.SMARTWATCH MARKET REVENUE FOR TIZEN, BY REGION, 2019–2027
(\$MILLION)
- TABLE 16.SMARTWATCH MARKET REVENUE FOROTHERS, BY REGION
2019–2027 (\$MILLION)
- TABLE 17.NORTH AMERICA SMARTWATCH MARKET, BY PRODUCT, 2019–2027
(\$MILLION)
- TABLE 18.NORTH AMERICASMARTWATCH MARKET, BY APPLICATION,
2019–2027 (\$MILLION)

TABLE 19. NORTH AMERICA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 20. U. S. SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 21. U.S. SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 22. U. S. SMARTWATCH MARKET, BY OPERATING SYSTEMS, 2019–2027 (\$MILLION)

TABLE 23. CANADA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 24. CANADA SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 25. CANADA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 26. MEXICO SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 27. MEXICO SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 28. MEXICO SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 29. EUROPE SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 30. EUROPE SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 31. EUROPE SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 32. UK SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 33. UK SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 34. UK SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 35. GERMANY SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 36. GERMANY SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 37. GERMANY SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 38. FRANCE SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 39. FRANCE SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 40. FRANCE SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 41. ITALY SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 42.ITALY SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 43.ITALY SMARTWATCH MARKET, BY OPEARTING SYSTEM, 2019–2027
(\$MILLION)

TABLE 44.REST OF EUROPE SMARTWATCH MARKET, BY PRODUCT, 2019–2027
(\$MILLION)

TABLE 45.REST OF EUROPE SMARTWATCH MARKET, BY APPLICATION,
2019–2027 (\$MILLION)

TABLE 46.REST OF EUROPE SMARTWATCH MARKET, BY OPEARTING SYSTEM,
2019–2027 (\$MILLION)

TABLE 47.ASIA-PACIFIC SMARTWATCH MARKET, BY PRODUCT, 2019–2027
(\$MILLION)

TABLE 48.ASIA-PACIFIC SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 49.ASIA-PACIFIC SMARTWATCH MARKET, BY OPERATING SYSTEM,
2019–2027 (\$MILLION)

TABLE 50.CHINA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 51.CHINA SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 52.CHINA SMARTWATCH MARKET, BY OPEARTING SYSTEM, 2019–2027
(\$MILLION)

TABLE 53.JAPAN SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 54.JAPAN SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 55.JAPANSMARTWATCH MARKET, BY OPEARTING SYSTEM, 2019–2027
(\$MILLION)

TABLE 56.INDIA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 57.INDIA SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 58.INDIA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027
(\$MILLION)

TABLE 59.AUSTRALIA SMARTWATCH MARKET, BY PRODUCT, 2019–2027
(\$MILLION)

TABLE 60.AUSTRALIA SMARTWATCH MARKET, BY APPLICATION, 2019–2027
(\$MILLION)

TABLE 61.AUSTRALIA SMARTWATCH MARKET, BY OPERATING SYSTEM,
2019–2027 (\$MILLION)

TABLE 62.REST OF ASIA-PACIFIC SMARTWATCH MARKET, BY PRODUCT,
2019–2027 (\$MILLION)

TABLE 63.REST OF ASIA-PACIFIC SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 64.REST OF ASIA-PACIFIC SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 65.LAMEA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 66.LAMEA SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 67.LAMEA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 68.LATIN AMERICA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 69.LATIN AMERICA SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 70.LATIN AMERICA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 71.MIDDLE EAST SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 72.MIDDLE EAST SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 73.MIDDLE EAST SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 74.AFRICA SMARTWATCH MARKET, BY PRODUCT, 2019–2027 (\$MILLION)

TABLE 75.AFRICA SMARTWATCH MARKET, BY APPLICATION, 2019–2027 (\$MILLION)

TABLE 76.AFRICA SMARTWATCH MARKET, BY OPERATING SYSTEM, 2019–2027 (\$MILLION)

TABLE 77.KEY EXECUTIVES

TABLE 78.APPLE INC.: COMPANY SNAPSHOT

TABLE 79.APPLE INC.: OPERATING SEGMENTS

TABLE 80.APPLE INC.: PRODUCT PORTFOLIO

TABLE 81.APPLE INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 82.KEY EXECUTIVES

TABLE 83.FITBIT, INC.: COMPANY SNAPSHOT

TABLE 84.FITBIT, INC.: PRODUCT PORTFOLIO

TABLE 85.FITBIT, INC.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 86.KEY EXECUTIVES

TABLE 87.GARMIN LTD.: COMPANY SNAPSHOT

TABLE 88.GARMIN LTD.: OPERATING SEGMENTS

TABLE 89.GARMIN LTD.: PRODUCT PORTFOLIO

TABLE 90.GARMIN LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 91.KEY EXECUTIVES

TABLE 92.HUAWEI TECHNOLOGIES CO., LTD.: COMPANY SNAPSHOT

TABLE 93.HUAWEI TECHNOLOGIES CO., LTD.: OPERATING SEGMENTS

TABLE 94.HUAWEI TECHNOLOGIES CO., LTD.: PRODUCT PORTFOLIO

TABLE 95.HUAWEI TECHNOLOGIES CO., LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 96.FOSSIL GROUP, INC.: COMPANY SNAPSHOT

TABLE 97.FOSSIL GROUP, INC.: OPERATING SEGMENTS

TABLE 98.FOSSIL GROUP, INC.: PRODUCT PORTFOLIO

TABLE 99.KEY EXECUTIVES

TABLE 100.MOTOROLA MOBILITY LLC: COMPANY SNAPSHOT

TABLE 101.MOTOROLA MOBILITY LLC (LENOVO): OPERATING SEGMENTS

TABLE 102.MOTOROLA MOBILITY LLC: PRODUCT PORTFOLIO

TABLE 103.KEY EXECUTIVES

TABLE 104.SONY CORPORATION: COMPANY SNAPSHOT

TABLE 105.SONY CORPORATION: OPERATING SEGMENTS

TABLE 106.SONY CORPORATION: PRODUCT PORTFOLIO

TABLE 107.KEY EXECUTIVES

TABLE 108.SAMSUNG ELECTRONICS CO. LTD.: COMPANY SNAPSHOT

TABLE 109.SAMSUNG ELECTRONICS CO. LTD.: OPERATING SEGMENTS

TABLE 110.SAMSUNG ELECTRONICS CO. LTD.: PRODUCT PORTFOLIO

TABLE 111.SAMSUNG ELECTRONICS CO. LTD.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 112.KEY EXECUTIVES

TABLE 113.TOMTOM INTERNATIONAL B.V.: COMPANY SNAPSHOT

TABLE 114.TOMTOM INTERNATIONAL B.V.: OPERATING SEGMENTS

TABLE 115.TOMTOM INTERNATIONAL B.V.: PRODUCT PORTFOLIO

TABLE 116.TOMTOM INTERNATIONAL B.V.: KEY STRATEGIC MOVES AND DEVELOPMENTS

TABLE 117.KEY EXECUTIVES:

TABLE 118.AMAZON.COM, INC.: COMPANY SNAPSHOT

TABLE 119.AMAZON.COM, INC.: OPERATING SEGMENTS

TABLE 120.AMAZON.COM, INC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

- FIGURE 01.KEY MARKET SEGMENTS
- FIGURE 02.EXECUTIVE SUMMARY, BY SEGMENT
- FIGURE 03.EXECUTIVE SUMMARY, BY REGION
- FIGURE 04.TOP IMPACTING FACTORS
- FIGURE 05.TOP INVESTMENT POCKETS
- FIGURE 06.TOP WINNING STRATEGIES, BY YEAR, 2017-2019*
- FIGURE 07.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017-2019*
- FIGURE 08.TOP WINNING STRATEGIES, BY COMPANY, 2017-2019*
- FIGURE 09.MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS
- FIGURE 10.MODERATE THREAT OF NEW ENTRANTS
- FIGURE 11.LOW-TO-MODERATE THREAT OF SUBSTITUTES
- FIGURE 12.MODERATE INTENSITY OF RIVALRY
- FIGURE 13.LOW TO MODERATE BARGAINING POWER OF BUYERS
- FIGURE 14.VOLUME MARKET SHARE, 2018 & 2019
- FIGURE 15.GLOBAL SMARTWATCH SHARE, BY PRODUCT, 2019–2027 (%)
- FIGURE 16.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR EXTENSION, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 17.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR STANDALONE, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 18.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR CLASSICAL, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 19.GLOBAL SMARTWATCH SHARE, BY APPLICATION, 2019–2027 (%)
- FIGURE 20.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR PERSONAL ASSISTANCE, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 21.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR WELLNESS, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 22.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR HEALTHCARE, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 23.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR SPORTS, BY COUNTRY, 2019 & 2027 (%)
- FIGURE 24.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)
- GLOBAL SMARTWATCH SHARE, BY OPERATING SYSTEM, 2019–2027 (%)
- FIGURE 25.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR WATCHOS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 26.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR ANDROID, BY COUNTRY, 2019 & 2027 (%)

FIGURE 27.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR RTOS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 28.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR TIZEN, BY COUNTRY, 2019 & 2027 (%)

FIGURE 29.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 30.SMARTWATCH MARKET, BY REGION, 2019-2027 (%)

FIGURE 31.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 32.U. S. SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 33.CANADA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 34.MEXICO SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 35.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 36.UK SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 37.GERMANY SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 38.FRANCE SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 39.ITALY SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 40.REST OF EUROPE SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 41.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 42.CHINA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 43.JAPAN SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 44.INDIA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 45.AUSTRALIA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 46.REST OF ASIA-PACIFIC SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 47.COMPARATIVE SHARE ANALYSIS OF SMARTWATCH MARKET, BY COUNTRY, 2019–2027 (%)

FIGURE 48.LATIN AMERICA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 49.MIDDLE EAST SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 50.AFRICA SMARTWATCH MARKET, 2019–2027 (\$MILLION)

FIGURE 51.APPLE INC.: REVENUE, 2017–2019 (\$BILLION)

FIGURE 52.APPLE INC.: REVENUE SHARE BY PRODUCT, 2019 (%)

FIGURE 53.APPLE INC.: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 54.FITBIT, INC.: REVENUE, 2017–2019 (\$MILLION)

FIGURE 55.FITBIT, INC.: REVENUE SHARE BY REGION, 2019 (%)

- FIGURE 56.GARMIN LTD.: REVENUE, 2016–2018 (\$MILLION)
- FIGURE 57.GARMIN LTD.: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 58.GARMIN LTD.: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 59.HUAWEI TECHNOLOGIES CO., LTD.: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 60.HUAWEI TECHNOLOGIES CO., LTD.: REVENUE SHARE BY BUSINESS, 2018 (%)
- FIGURE 61.HUAWEI TECHNOLOGIES CO., LTD.: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 62.FOSSIL GROUP, INC.: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 63.FOSSIL GROUP, INC.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 64.FOSSIL GROUP, INC.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 65.MOTOROLA MOBILITY LLC(LENOVO): REVENUE, 2017–2019 (\$MILLION)
- FIGURE 66.MOTOROLA MOBILITY LLC (LENOVO): REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 67.MOTOROLA MOBILITY LLC (LENOVO): REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 68.SONY CORPORATION: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 69.SONY CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 70.SONY CORPORATION: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 71.SAMSUNG ELECTRONICS CO. LTD.: NET SALES, 2017–2019 (\$MILLION)
- FIGURE 72.SAMSUNG ELECTRONICS CO. LTD.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 73.SAMSUNG ELECTRONICS CO. LTD.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 74.TOMTOM INTERNATIONAL B.V.: REVENUE, 2017–2019 (\$BILLION)
- FIGURE 75.TOMTOM INTERNATIONAL B.V.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 76.TOMTOM INTERNATIONAL B.V.: REVENUE SHARE BY REGION, 2019 (%)
- FIGURE 77.R&D EXPENDITURE, 2017–2019 (\$MILLION)
- FIGURE 78.AMAZON.COM, INC.: REVENUE, 2017–2019 (\$MILLION)
- FIGURE 79.AMAZON.COM, INC.: REVENUE SHARE BY SEGMENT, 2019 (%)
- FIGURE 80.AMAZON.COM, INC.: REVENUE SHARE BY REGION, 2019 (%)

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