

# **Global Digital Watch Market Size Study & Forecast, by Product Type (Smart Watch and Sports Watch), by End User (Men, Women and Unisex), by category (Mass and Luxury) by Distribution Channel (Online Retail Stores and Offline Retail Stores) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Digital Watch Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2022-2029. Digital watch is used to display times in numeric form, it displays time by hours, minutes or seconds in LED or LCD screens. Consumers are spending more money on health monitoring devices such as smartwatches because they are more conscious of their health and want to manage it and track their sleep. The propensity for maintaining a healthy lifestyle and participating in sports has also increased consumer indulgence in various sports activities. Consumer demand for various smart wearables is rising in line with the athleisure trend, which is boosting sales of smartwatches. Additionally, the digital timepieces have functions such as built-in triple sensor technology, which measures temperature and air pressure and even have alarms and stopwatches. The Digital Watch Market is expanding because of factors such as the rising gym population, increasing health awareness, and rising sports activities.

According to Statista, in the year 2018, the number of members in health and fitness clubs across the globe stood at 174.05 million which increased to 184.61 million in the year 2019. As a result, with the rising number of members in health and fitness clubs, the demand for digital watches are also rising. Additionally, the increasing prevalence of obesity across the world has resulted in creating awareness about the health of customers, which ultimately has resulted in rising demand and adoption of

smartwatches as they get involved in various sports and fitness activities. However, the high cost of the Digital Watch Market stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Digital Watch Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Among these regions, Asia Pacific holds the highest share owing to factors such as the rising popularity of smart wearable devices, rising consumer purchasing power, rising prevalence lifestyle diseases, and rising fitness consciousness among consumers. Europe is expected to be the fastest region owing to factors such as high spending power, and presence of major watch manufacturers.

Major market player included in this report are:

Apple Inc.

Fossil Group, Inc.

Samsung Electronics Co., Ltd.

Fitbit

Garmin Ltd

Huawei Device Co., Ltd.

Xiaomi Corporation

Mobvoi Information Technology Company

Zepp Health

TAG Heuer S.A

Recent Developments in the Market:

In April 2022, Gizmore, an India-based smart accessories brand announced the launch of its first 'Made in India' smartwatch having premium features at an affordable price.

In Aug 2021, Apple announced the launch of the Apple Watch Series 7, having a larger, and more advanced, as well as Always-On Retina Display, Built-In Compass, and International Emergency Calling.

Global Digital Watch Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Product, end user, Category, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working

hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Product Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Smart Watch

Sports Watch

By Category:

Mass

Luxury

By End User:

Men

Women

Unisex

By Distribution Channel:

Online Retail Stores

Offline Retail Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Digital Watch Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Digital Watch Market, by Product, 2019-2029 (USD Billion)
  - 1.2.3. Digital Watch Market, by End User, 2019-2029 (USD Billion)
  - 1.2.4. Digital Watch Market, by Category, 2019-2029 (USD Billion)
  - 1.2.5. Digital Watch Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL DIGITAL WATCH MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL DIGITAL WATCH MARKET DYNAMICS

- 3.1. Digital Watch Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing gym population
    - 3.1.1.2. Increasing health awareness
  - 3.1.2. Market Challenges
    - 3.1.2.1. High Cost of Digital Watch
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising sports activities
    - 3.1.3.2. Rising prevalence of obesity

### CHAPTER 4. GLOBAL DIGITAL WATCH MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL DIGITAL WATCH MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Digital Watch Market by Product, Performance - Potential Analysis
- 6.3. Global Digital Watch Market Estimates & Forecasts by Product 2019-2029 (USD Billion)
- 6.4. Digital Watch Market, Sub Segment Analysis
  - 6.4.1. Smart Watch
  - 6.4.2. Sports Watch

## **CHAPTER 7. GLOBAL DIGITAL WATCH MARKET, BY END USER**

- 7.1. Market Snapshot
- 7.2. Global Digital Watch Market by End User, Performance - Potential Analysis
- 7.3. Global Digital Watch Market Estimates & Forecasts by End User 2019-2029 (USD Billion)
- 7.4. Digital Watch Market, Sub Segment Analysis
  - 7.4.1. Men

7.4.2. Women

7.4.3. Unisex

## **CHAPTER 8. GLOBAL DIGITAL WATCH MARKET, BY CATEGORY**

8.1. Market Snapshot

8.2. Global Digital Watch Market by Category, Performance - Potential Analysis

8.3. Global Digital Watch Market Estimates & Forecasts by Category 2019-2029 (USD Billion)

8.4. Digital Watch Market, Sub Segment Analysis

8.4.1. Mass

8.4.2. Luxury

## **CHAPTER 9. GLOBAL DIGITAL WATCH MARKET, BY DISTRIBUTION CHANNEL**

9.1. Market Snapshot

9.2. Global Digital Watch Market by Distribution Channel, Performance - Potential Analysis

9.3. Global Digital Watch Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)

9.4. Digital Watch Market, Sub Segment Analysis

9.4.1. Online Retail Stores

9.4.2. Offline Retail Stores

## **CHAPTER 10. GLOBAL DIGITAL WATCH MARKET, REGIONAL ANALYSIS**

10.1. Digital Watch Market, Regional Market Snapshot

10.2. North America Digital Watch Market

10.2.1. U.S. Digital Watch Market

10.2.1.1. Product breakdown estimates & forecasts, 2019-2029

10.2.1.2. End User breakdown estimates & forecasts, 2019-2029

10.2.1.3. Category breakdown estimates & forecasts, 2019-2029

10.2.1.4. Distribution Channel breakdown estimates & forecasts, 2019-2029

10.2.2. Canada Digital Watch Market

10.3. Europe Digital Watch Market Snapshot

10.3.1. U.K. Digital Watch Market

10.3.2. Germany Digital Watch Market

10.3.3. France Digital Watch Market

10.3.4. Spain Digital Watch Market

- 10.3.5. Italy Digital Watch Market
- 10.3.6. Rest of Europe Digital Watch Market
- 10.4. Asia-Pacific Digital Watch Market Snapshot
  - 10.4.1. China Digital Watch Market
  - 10.4.2. India Digital Watch Market
  - 10.4.3. Japan Digital Watch Market
  - 10.4.4. Australia Digital Watch Market
  - 10.4.5. South Korea Digital Watch Market
  - 10.4.6. Rest of Asia Pacific Digital Watch Market
- 10.5. Latin America Digital Watch Market Snapshot
  - 10.5.1. Brazil Digital Watch Market
  - 10.5.2. Mexico Digital Watch Market
- 10.6. Rest of The World Digital Watch Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Top Market Strategies
- 11.2. Company Profiles
  - 11.2.1. Apple Inc.
    - 11.2.1.1. Key Information
    - 11.2.1.2. Overview
    - 11.2.1.3. Financial (Subject to Data Availability)
    - 11.2.1.4. Product Summary
    - 11.2.1.5. Recent Developments
  - 11.2.2. Fossil Group, Inc.
  - 11.2.3. Samsung Electronics Co., Ltd.
  - 11.2.4. Fitbit
  - 11.2.5. Garmin Ltd
  - 11.2.6. Huawei Device Co., Ltd.
  - 11.2.7. Xiaomi Corporation
  - 11.2.8. Mobvoi Information Technology Company
  - 11.2.9. Zepp Health
  - 11.2.10. TAG Heuer S.A

## **CHAPTER 12. RESEARCH PROCESS**

- 12.1. Research Process
  - 12.1.1. Data Mining
  - 12.1.2. Analysis



- 12.1.3. Market Estimation
- 12.1.4. Validation
- 12.1.5. Publishing
- 12.2. Research Attributes
- 12.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Digital Watch Market, report scope

TABLE 2. Global Digital Watch Market estimates & forecasts by Region 2019-2029  
(USD Billion)

TABLE 3. Global Digital Watch Market estimates & forecasts by Product 2019-2029  
(USD Billion)

TABLE 4. Global Digital Watch Market estimates & forecasts by End User 2019-2029  
(USD Billion)

TABLE 5. Global Digital Watch Market estimates & forecasts by Category 2019-2029  
(USD Billion)

TABLE 6. Global Digital Watch Market estimates & forecasts by Distribution Channel  
2019-2029 (USD Billion)

TABLE 7. Global Digital Watch Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 8. Global Digital Watch Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 9. Global Digital Watch Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 10. Global Digital Watch Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 11. Global Digital Watch Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 12. Global Digital Watch Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 13. Global Digital Watch Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 14. Global Digital Watch Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 15. Global Digital Watch Market by segment, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 16. Global Digital Watch Market by region, estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 17. U.S. Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 18. U.S. Digital Watch Market estimates & forecasts by segment 2019-2029  
(USD Billion)

TABLE 19. U.S. Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 20. Canada Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 21. Canada Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. Canada Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 24. UK Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. UK Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 27. Germany Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. Germany Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 30. France Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. France Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 33. Italy Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Italy Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 36. Spain Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. Spain Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 39. RoE Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. RoE Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 42. China Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. China Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 45. India Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. India Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 48. Japan Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. Japan Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 51. South Korea Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. South Korea Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 54. Australia Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. Australia Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 57. RoAPAC Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. RoAPAC Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 60. Brazil Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Brazil Digital Watch Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 63. Mexico Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 64. Mexico Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 65. RoLA Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 66. RoLA Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 67. RoLA Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 68. Row Digital Watch Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 69. Row Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 70. Row Digital Watch Market estimates & forecasts by segment 2019-2029

(USD Billion)

TABLE 71. List of secondary sources, used in the study of global Digital Watch Market

TABLE 72. List of primary sources, used in the study of global Digital Watch Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Digital Watch Market, research methodology
  - FIG 2. Global Digital Watch Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Digital Watch Market, key trends 2021
  - FIG 5. Global Digital Watch Market, growth prospects 2022-2029
  - FIG 6. Global Digital Watch Market, porters 5 force model
  - FIG 7. Global Digital Watch Market, pest analysis
  - FIG 8. Global Digital Watch Market, value chain analysis
  - FIG 9. Global Digital Watch Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Digital Watch Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Digital Watch Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Digital Watch Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Digital Watch Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Digital Watch Market, regional snapshot 2019 & 2029
  - FIG 15. North America Digital Watch Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Digital Watch Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia pacific Digital Watch Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Digital Watch Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Digital Watch Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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