

Smartwatches: Market Research Report

https://marketpublishers.com/r/S9F8D0211F5EN.html

Date: January 2015

Pages: 250

Price: US\$ 4,500.00 (Single User License)

ID: S9F8D0211F5EN

Abstracts

This report analyzes the worldwide markets for Smartwatches in Thousand Units. The Global market is further analyzed by the following Operating Systems Android/Android Wear, watchOS, and Others. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America. Annual estimates and forecasts are provided for the period 2014 through 2020. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 61 companies including many key and niche players such as -





Contents

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW

Smartwatches: Intelligent Wrist Wear for Today's Digital, Connected and Mobile Individual
Growth Drivers in a Nutshell
Key Challenges

Table 1. Global Smartwatches Market by User Segment (2014): Percentage Share Breakdown of Volume Sales for General Consumer, Sports and Healthcare, and Others (includes corresponding Graph/Chart)

Advanced Versions Promising Superior Functionalities Drive Market Adoption Apps

Convenience

Customization

Variety & Pricing

watchOS: The Dominant Operating System

Table 2. Global Smartwatches Market by Operating System (2015E & 2020P): Percentage Breakdown of Value Sales for Android, watchOS, and Others (includes corresponding Graph/Chart)

Robust Demand for Wearable Sports & Fitness Devices: Foundation for Market Growth



Table 3. Global Market for Wearable Technology by End-Use Sector (2015 & 2018E): Percentage Breakdown for Consumer (Fitness/Infotainment), Enterprise & Industrial, Medical, and Others (includes corresponding Graph/Chart)

Global Market Outlook

Developed Regions: Key Revenue Contributors

Table 4. Global Smartwatches Market by Region/ Country (2015E): Percentage Breakdown of Value Sales for the Asia-Pacific, Canada, Europe, Japan, Latin America, Middle East/Africa, and the US (includes corresponding Graph/Chart)

Developing Countries to Turbo Charge Future Market Growth

Table 5. Global Smartwatches Market - Major Regions/Countries Ranked by Volume CAGR for 2014-2020 (includes corresponding Graph/Chart)

Low-Cost Android Smartwatches Rise in Popularity in the Developing Countries

2. COMPETITION

Smartwatches Marketplace: Extremely Competitive

Table 6. Leading Players in the Global Smartwatches Market (Q2 2015 & Q2 2014): Percentage Breakdown of Shipments for Apple, Samsung and Others (includes corresponding Graph/Chart)

Leading Smartwatch Models Worldwide (2015): Brief Details of Model, Manufacturer, and Key Features and Specifications

Select Leading Smartwatches of 2015

Apple Watch

Moto

LG G Watch R

Gear Live

Garmin Vivoactive

Fitbit Surge

Martian Notifier



Guess Connect

Smart watch

Pebble Time

Pebble Steel

LG Watch Urbane

Asus ZenWatch

Kairos Hybrid Mechanical Smart Watch

Withings Activite

Montblanc Timewalker with E-Strap

Alcatel OneTouch

Sony SmartWatch 3 SWR50

Kronoz ZeWatch2

MOTA SmartWatch G2

Apple Emerges as the Market Leader Leaving Samsung Way Behind

Samsung Face Increased Competition from Apple

Samsung Leads the Android Ecosystem

Leading Watch Companies Foray into Smartwatches with Novel Product Offerings

Select Smartwatch Offerings from Leading Watch Makers

Tag Heuer Carrera Wearable

Fossil Q

Smartband from Gucci and will. i. am

Tissot Smartwatch

Watch Manufacturers Enjoy a Competitive Edge in the Market

Startup Companies Wield Immense Influence in the Smartwatch Marketplace

Chinese Manufacturers Steadily Penetrate the Global Smartwatch Market

Competition: Noteworthy Trends

Strong App Ecosystem: Need of the Hour

Integration of Apple Pay App in Apple Watch Paves Way for New Possibilities

Android Wear-based Smartwatches Rise in Popularity

Product Differentiation: The Key to Success

Companies Offer Additional Capabilities to Compete with Market Leaders

Companies Forge Strategic Alliances to Fill Gaps

Product Customization: Order of the Day

Effective Marketing Strategy: Must to Drive Smartwatch Sales

3. MARKET TRENDS, ISSUES & DRIVERS

Rapid Penetration of Smartphones Worldwide: A Strong Growth Driver



Table 7. Global Market for Smartphones: Volume Sales in Million Units for 2011, 2013, 2015 & 2018 (includes corresponding Graph/Chart)

Table 8. Smartphone Penetration Worldwide (as a Percentage of Total Population) for Major Countries: 2014E (includes corresponding Graph/Chart)

Table 9. Growing Smartphone Penetration to Fuel Adoption of Smartwatches: Smartphone Penetration as a Percentage of Mobile Phone Users by Country for 2014 (includes corresponding Graph/Chart)

Robust Demand for High-end Smartwatches Benefit Market Expansion
Hybrid Fitness Devices Promises Huge Market Potential
Large, High Resolution Displays Lend Traction to Smartwatches Adoption
Bluetooth Low Energy (BLE) Standard: The Preferred Wireless Connectivity for
Smartwatches

Video Gaming Offers Opportunities on a Platter

Smartwatches Radically Change Retail Operations, Bodes Well for the Market Smartwatches to Revolutionize Digital Marketing

Development of Native Apps

Location-based Marketing

Instant Payments

Transfer of Consumer Data

Need for Data Management Approaches

Leveraging Fitness Information

Compressed Content

Push Notifications

Banking Services: One of the Most Promising Functionalities of Smartwatches

Smartwatches: A Key Enabler of Internet of Everything (IoE)

Cloud Computing: An Effective and Efficient Solution for Smartwatch Data Management

Internet of Things (IoT) to Fuel Large-Scale Adoption of Smartwatches

Wireless Sensors in Smartwatches: Tremendous Potential for Delivering Remote

Healthcare Services

Surging Mobile Data Traffic Sets the Perfect Platform for Market Penetration

Table 10. Global Mobile Data Traffic by Application Segment (2014E and 2020P): Percentage Breakdown of Contribution by Audio, File Sharing, Other Encrypted Applications, Social Networking, Software Downloads and Updates, Video, Web



Browsing, and Other Applications (includes corresponding Graph/Chart)

Expanding Internet User Base Generate Huge Market Opportunities

Table 11. Number of Users Worldwide (in Billions) for Internet, Social Networks, and Mobile Devices: 2014E (includes corresponding Graph/Chart)

Table 12. Internet Users Worldwide by Geographic Region (2013): Percentage Share Breakdown for Asia-Pacific, Europe, North America, Latin America, Africa, and Middle East (includes corresponding Graph/Chart)

Table 13. Internet Penetration Rates (%) Worldwide by Geographic Region: 2014E (includes corresponding Graph/Chart)

Table 14. Top Ten Internet Countries Worldwide (2014E): Ranked on the Basis of Number of Internet Users in Millions (includes corresponding Graph/Chart)

'Social Networking on the Move' Drives Market Expansion

Table 15. Mobile Social Networking Market Worldwide (2014E): Percentage of Mobile Subscribers Accessing Mobile Web in Major Countries (includes corresponding Graph/Chart)

Table 16. Mobile Social Media Apps Market Worldwide (2014E): Percentage of Mobile Users Accessing Social Media Apps in Major Countries (includes corresponding Graph/Chart)

GPS Becomes a Key Functionality in Smartwatches
E-Marketing Channels Emerge Into a Major Retailing Avenue
Favorable Economic and Demographic Trends Strengthens Market Prospects
Burgeoning Middle Class Population

Table 17. Global Middle Class Population (in Millions) by Geographic Region: 2010, 2020P & 2030P (includes corresponding Graph/Chart)

Table 18. Global Middle Class Population by Geographic Region: Percentage Share



Breakdown for 2010, 2020P & 2030P (includes corresponding Graph/Chart)

Improving Standards of Living in Developing Countries

Table 19. Evolution of GDP Per Capita for Major Countries (in Dollars PPP): Percentage Variation from 2000 to 2010 (includes corresponding Graph/Chart)

Baby Boomers: An Untapped Lucrative Segment

Demographic Statistics of Aging Populace: Unfurling the Market Potential

Table 20. Aging (65+) Demographics as a Percentage of Total Population for Major Countries: 2000, 2011, and 2020 (includes corresponding Graph/Chart)

Table 21. Global Aging Population (in Thousands) by Age Group: 1975, 2000, 2025, and 2050 (includes corresponding Graph/Chart)

Increasing Obesity Levels Underpins Market Growth

Table 22. Global Obesity Population (2013) (includes corresponding Graph/Chart)

Key Challenges Hampering Widespread Adoption of Smartwatches
Battery Life Limitations
Privacy Concerns
The Distracted Driving Factor
Vulnerability to Cyber Attacks

4. SMARTWATCH INNOVATIONS & ADVANCEMENTS

Thinnest and Lightest Smartwatch
Wearalone Smartwatch
Big Screen Smartwatch
Mood Reading Smartwatch
Smartwatch for Intense Sporting Activity
Smartwatch for Triathlon Events
Sports Watch for Fitness Enthusiasts
Smartwatch for Prompt Emergency Medical Care



Cardio GPS Smartwatch

Smartwatch with Extended Battery Life

Smartwatch with a Voice Coach

Smartwatch for Outdoor and Indoor Running

GLONASS and GPS Enabled Smartwatch

Heart Rate Sport Watch

Smart Run from Adidas

Smartwatch Integrated with Medical-Grade Sensors

Smartwatch as Fitness Tracker

Stretchable Battery Technology for Smartwatch Longevity

Sophisticated Chips from Qualcomm

5. WEARABLE ELECTRONICS: A MACRO PERSPECTIVE

Wearables: From Science Fiction to Reality

Table 23. World Wearable Computing Devices Market (2014): Percentage Breakdown of Shipments by Device Type (includes corresponding Graph/Chart)

Increasing Functionality and Style Quotient in Fitness Bands Benefit Wearables Market Growth

Building Inter-Device Communications: The New Frontier in Technological

Advancements

Wearable Technology Boosts CRM

Wearables Continue to Attract Venture Capital Funding

6. PRODUCT OVERVIEW

A Prelude

Key Characteristics of Smartwatches

Major Smartwatch Applications

Important Smartwatch Platforms

watchOS

Android Wear

Alternative Platforms

7. PRODUCT INNOVATIONS/INTRODUCTIONS



ZTE Launches Axon Watch

Pebble Launches New Time Round Smartwatch

Motorola Unveils Second Generation Moto 360 Smart Watch

Samsung Rolls Out New Gear S2 Smartwatch

Pebble Unveils New Time Steel Smartwatch

Intex Launches iRist Smartwatch

Timex Rolls Out Ironman Run x20 GPS Smartwatch in India

Apple Launches Apple Watch

Huawei Launches Android Wear Smartwatch

LG Launches New Watch Urbane Smartwatch

Garmin Introduces Three New Smartwatches

NASA to Develop Smartwatch App for Astronauts

STCloud Launches EMBEE Watch

iBerry Introduces Auxus RIST Smartwatch

Epson Introduces Epson Runsense SF-810 in UK

Microsoft to Introduce Smartwatch

Samsung Launches Gear S Smartwatch in India

LG to Launch G Watch R

Timex Launches TIMEX IRONMAN ONE GPS+

Samsung to Launch Gear Solo Smartwatch

Samsung Announces Gear 2 and Gear 2 Neo

Adidas Launches miCoach Smart Run Smartwatch

Samsung Launches Galaxy Gear Smartwatch

Sony Unveils New SmartWatch

8. RECENT INDUSTRY ACTIVITY

Tag Heuer Inks Partnership with Intel and Google for Smartwatch Intel Acquires Smartwatch Maker Basis HP Inks with Michael Bastian for Smartwatches Google Takes Over WIMM Labs Mercedes-Benz Inks Partnership with Pebble

9. FOCUS ON SELECT GLOBAL PLAYERS

Apple, Inc. (US)

ASUSTeK Computer, Inc. (Taiwan)

ConnecteDevice Ltd. (Hong Kong)

Fitbit, Inc. (US)



Garmin Ltd. (Switzerland)

Google, Inc. (US)

Hewlett-Packard Development Company L. P (US)

Huawei Technologies Co., Ltd. (China)

Kairos Watches (South Korea)

Kronoz LLC (Switzerland)

LG Electronics (South Korea)

Lenovo/Motorola (US)

Martian Watches (US)

Montblanc North America, LLC (US)

Nike, Inc. (US)

Pebble Technology Corporation (US)

Polar Electro Oy (Finland)

Qualcomm Inc. (US)

Samsung Electronics Co., Ltd. (South Korea)

Sony Corporation (Japan)

Sony Electronics, Inc. (US)

TCL Communication (China)

Withings SAS (France)

ZTE Corporation (China)

10. GLOBAL MARKET PERSPECTIVE

Table 24. World Recent Past, Current & Future Analysis for Smartwatches by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 25. World 6-Year Perspective for Smartwatches by Geographic Region - Percentage Breakdown of Unit Sales for US, Canada, Japan, Europe, Asia-Pacific, Middle East & Africa, and Latin America Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)

Table 26. World Recent Past, Current & Future Analysis for Smartwatches by Operating System - Android/Android Wear, watchOS, and Others Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)



Table 27. World 6-Year Perspective for Smartwatches by Operating System - Percentage Breakdown of Unit Sales for Android/Android Wear, watchOS, and Others Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market Analysis
Major Factors Driving Mainstream Adoption of Smartwatches

Table 28. The US Smartwatches Market by Preferred Functionality (2015E): Percentage of Consumers Preferring Popular Smartwatch Functionalities

Leading Smartwatch Brands in the US (2015E): Ranking of Smartwatches Brands Based on Consumer Preference

Table 29. The US Smartwatch Market by Price Range (2015E): Percentage of Potential Smartwatch Consumers for Below \$100, \$101-\$200, \$201-\$300, \$301-\$400, \$401-\$500, and Above \$500 (includes corresponding Graph/Chart)

Table 30. The US Smartwatch Market by Age Group (2015E): Percentage Breakdown of Smartwatch Use for Ages 18-30, 31-50, and 51-70 Years (includes corresponding Graph/Chart)

Table 31. The US Smartwatch Market by Gender (2015E): Percentage Breakdown of Smartwatch Use for Males and Females (includes corresponding Graph/Chart)

Rising Smartphone Penetration: An Important Growth Driver for Smartwatches Adoption

Table 32. Smartphone Users (in Millions) in the United States: 2011-2017E (includes corresponding Graph/Chart)

Table 33. Mobile Users Penetration (%) of Leading Smartphone Apps in the US: 2014 (includes corresponding Graph/Chart)



Table 34. Most Popular Activities on Smartphones in the US: 2014 (includes corresponding Graph/Chart)

Product Launches
Strategic Corporate Developments
Select Key Players
B. Market Analytics

Table 35. US Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

2. CANADA

Market Analysis

Table 36. Canadian Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

3. JAPAN

A. Market AnalysisMarket OverviewSony Corporation – A Japan-Based Key PlayerB. Market Analytics

Table 37. Japanese Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4. EUROPE

Market Analysis



Table 38. European Recent Past, Current & Future Analysis for Smartwatches by Geographic Region - France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 39. European 6-Year Perspective for Smartwatches by Geographic Region - Percentage Breakdown of Unit Sales for France, Germany, Italy, UK, Spain, Russia, and Rest of Europe Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)

4A. FRANCE

A. Market AnalysisWithings Sas – A Leading France-Based PlayerB. Market Analytics

Table 40. French Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4B. GERMANY

A. Market AnalysisProduct LaunchB. Market Analytics

Table 41. German Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4C. ITALY

Market Analysis

Table 42. Italian Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020



(includes corresponding Graph/Chart)

4D. THE UNITED KINGDOM

A. Market Analysis
Leading Smartwatch Brands in the UK
Product Launch
B. Market Analytics

Table 43. UK Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4E. SPAIN

Market Analysis

Table 44. Spanish Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4F. RUSSIA

A. Market AnalysisRussian Smartwatches MarketB. Market Analytics

Table 45. Russian Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

4G. REST OF EUROPE

A. Market AnalysisProduct LaunchCorporate Development



Select Key Players B. Market Analytics

Table 46. Rest of European Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

A. Market Analysis

Outlook

Asian Countries to Turbo Charge Future Growth in the Market India & China: Two Countries with the Largest Young Population Offer Significant Opportunities

Steadily Increasing Smartphone Penetration Drives Market Growth

Table 47. Percentage Share Breakdown of Mobile Phone Shipments in Asia-Pacific by Feature Phones and Smartphones: 2012, 2014 & 2016P (includes corresponding Graph/Chart)

B. Market Analytics

Table 48. Asia-Pacific Recent Past, Current & Future Analysis for Smartwatches by Geographic Region - China, South Korea and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

Table 49. Asia-Pacific 6-Year Perspective for Smartwatches by Geographic Region - Percentage Breakdown of Unit Sales for China, South Korea and Rest of Asia-Pacific Markets for Years 2015 & 2020 (includes corresponding Graph/Chart)

5A. CHINA

A. Market Analysis

Growing Focus on Health & Fitness Drives Adoption of Smartwatches Favorable Trends in the World's Largest Smartphones Market Benefit Market



Prospects

Round Face Smartwatches Rise in Popularity
Local Vendors Spice-Up the Chinese Smartwatches Market
Leading Smartwatch Brands in China
Product Launches
Select Key Players
B. Market Analytics

Table 50. Chinese Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

5B. SOUTH KOREA

A. Market Analysis

Home to Samsung and LG, Two of the Leading Smartwatch Companies

User-Friendly Design: Key to Success

Product Launches Select Key Players

B. Market Analytics

Table 51. South Korean Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

5C. REST OF ASIA-PACIFIC

A. Market Analysis

India: An Untapped Market with Huge Potential

Rising Focus on Health & Well-Being to Drive Demand for Smartwatches

Consumer Interest & Government Initiatives Benefit the Market

Leading Smartwatch Brands in India

Singapore: Penchant for New Technology Devices Drives Growth

Australia: A Potential Laden Market

Product Launches Select Key Players

B. Market Analytics



Table 52. Rest of Asia-Pacific Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

6. MIDDLE EAST & AFRICA

Market Analysis

Table 53. Middle East & Africa Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

7. LATIN AMERICA

Market Analysis

Table 54. Latin American Recent Past, Current & Future Analysis for Smartwatches Market Analyzed with Annual Sales Figures in Thousand Units for Years 2014 through 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 61 (including Divisions/Subsidiaries - 70)

The United States (31)

Canada (2)

Japan (3)

Europe (17)

France (3)

Germany (2)

The United Kingdom (2)

Rest of Europe (10)

Asia-Pacific (Excluding Japan) (17)



I would like to order

Product name: Smartwatches: Market Research Report

Product link: https://marketpublishers.com/r/S9F8D0211F5EN.html

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S9F8D0211F5EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

& Conditions at https://marketpublishers.com/docs/terms.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms