

Europe Smart Watch Market (2016 - 2022)

<https://marketpublishers.com/r/E190DCABA9FEN.html>

Date: November 2016

Pages: 81

Price: US\$ 1,500.00 (Single User License)

ID: E190DCABA9FEN

Abstracts

Smart watches are wearable devices that are fully capable of performing generic wristwatch operations and also performing various smartphone functions. The smart watches are technological innovations capable of displaying digital media. Additionally, the smart watches are also used for operations such as notifications, navigation, application synchronization, and Bluetooth connectivity to place calls or send/receive messages using Internet access. Smart Watch manufacturing companies work towards investing heavily on R&D activities to offer differentiated products to gain a higher market share. The Smart Watch industry gradually witnesses unprecedented growth with enhanced features such as notification alerts, internet connectivity, and others. Technological advancements and innovative features are expected to drive the Smart Watch market during the forecast period.

The smart watch market is segmented based on product type, operating system, and country. Product type segment includes extension, standalone, and classic smart watches. In the year 2015, extension smart watches were the highest revenue generating sub segment worldwide. The classic smart watch sub-segment on the other hand would be the highest growth during 2016 to 2022. The operating systems segment consists of Android, iOS, Windows, and other operating systems. The Applications highlighted in this report include Personal Assistance, Wellness, Medical, Sports and others.

Based on Country, Europe Smart Watch market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant Country in the Europe Smart Watch market in 2015. France and UK would witness high CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Smart Watch market. Key companies profiled in the report include Apple Inc., Samsung Electronics Co. Ltd., Sony

Corporation, Google Inc., Lenevo Group Ltd., Garmin Ltd, Fitbit Inc., Nike, Inc and Adidas AG.

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