

LAMEA Smart Watch Market (2016 - 2022)

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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. Widespread adoption of Smart Watches has led to new entrants into the market. Well-established manufacturers are investing on R&D and product advancements to offer differentiated products to the users. New market players would benefit out of R&D activities of the major players, helping them to introduce similar products. Samsung, Apple, Microsoft, Google, and others have been offering featured products to gain visibility. These companies possess a wide customer base, which increases the level of competition.

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, LAMEA Smart Watch market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. Brazil remained the dominant Country in the LAMEA Smart Watch market in 2015. UAE and South Africa 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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