

North America Smart Watch Market (2016 - 2022)

<https://marketpublishers.com/r/N45A5AE540AEN.html>

Date: November 2016

Pages: 72

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

ID: N45A5AE540AEN

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. With more number of users getting acquainted with the technology, next-Gen Smart Watches will witness rapid growth, as the awareness levels increase. Smart Watches have loads of features such as placing phone calls, messaging, social media, weather update, alarm, calculator, GPS, WIFI inclusion, etc. and with added features in a Smart Watch like compass, barometer etc. there will be a renewed interest for the products. Furthermore, Smart Watches are slowly growing to be a replacement for smart phones, giving users more mobility along with additional features. The demand of high end devices will drive the growth of Smart Watches in the future.

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, North America Smart Watch market is segmented into US, Canada, Mexico, and Rest of North America. US remained the dominant Country in the North America Smart Watch market in 2015. Canada 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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