

# Global Smartwatch Development Trends and Brand Strategies (Pre-order)

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## Abstracts

The global smart watch shipment volume is estimated to reach 134 million units in 2020 as the market has been inspired by the new generation of Apple Watch which can work without an iPhone and perform outstandingly in the medical sector over the years. As a result, the CAGR (Compound Annual Growth Rate) of the global smart watch market between 2018 and 2022 is estimated at 16%. Apple Watch has been the most appealing with unique function and appearance and thus has been the best-selling watch of its kind over the past two years. For this reason, other counterparts have been imitating its specifications and functions. Three common trends of the latest smart watches are independent networking with eSIM (embedded Subscriber Identity Module) technology, the popularization of NFC (Near Field Communication) payment and the optimization of health management monitoring. This report focuses on the development of these three key trends, and examines product strategies of key players, such as Apple, Fitbit, Fossil, and Garmin.

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Adidas

Apple

ASUS

BBK

Dexcom

E. Armani

Epson

Fitbit  
Fossil  
Garmin  
GOLiFE  
Google  
Guess  
Guider  
Huawei  
Kate Spade  
Kido  
Leadtek  
LG  
LV  
Microsoft  
Michael Kors  
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New Balance  
Nike  
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