

Smart Wrist Wearable: Global Forecast, Value Chain Analysis, and Opportunities and Challenges

<https://marketpublishers.com/r/S4EA10B9635EN.html>

Date: March 2018

Pages: 30

Price: US\$ 2,100.00 (Single User License)

ID: S4EA10B9635EN

Abstracts

Faced with a slowdown in the smartphone market, ICT companies have turned to the IoT (Internet of Things) in the hope of finding new sources of opportunity. Among wearable devices, smart wrist wearables - comprising of smartwatch and smart wristband - have unique selling points of freeing up the wearer's hands and providing continuous monitoring. These features, together with the increased investments of Apple and other large vendors, have made wrist wearables the mainstream of the wearable market, and have expanded the market size as a whole. The objective of this report is to analyze the worldwide market, industry, and product developments of smart wrist wearables, and identify their future trends. To this end, MIC (Market Intelligence & Consulting Institute) interviewed dozens of prominent suppliers, manufacturers, and distributors of smart wrist wearables, as well as studied brands and their wrist wearable products that have been sold globally.

Contents

1. PREFACE

2. THE SMART WEARABLE INDUSTRY

2.1 Definition and Scope

2.2 Overview of the Global Wrist Wearable Market

2.2.1 Smartwatch Has Become the Fastest Growing Wrist Wearable

2.2.2 The Takeoff of Smartwatch Has Increased the Market Value of Wrist Wearables

2.2.3 Smartwatch Becomes the Popular Seasonal Gift Choice

2.3 Players in the Global Wrist Wearable Market

2.3.1 While New Players are Expanding Overall Market Size, Market Share of the Three Key Players Has Slightly Declined

2.3.2 The Three Key Players: High Sales Driven by Brand Value and Domestic Demand

2.3.3 Other Players: Prioritize Niche Market and Avoid Direct Competition with Key Players

2.3.4 The Game Changing as Watch and IT Companies Join the Wrist Wearable Market

2.3.5 Mobile Phone Companies: Wearable-Mobile Phone Bundles to Create Incentives and Synergies

2.3.6 Startups: Focus on One Product at a Time, and Gradually Expand Product Portfolios or Seek M & As and Investment Offers from Big-name Companies

2.3.7 Other ICT Companies: Differentiate Themselves with Core Competencies

2.3.8 Traditional Watch Companies: Venture into the Smartwatch Market to Maintain Brand Loyalty

2.3.9 Sports Companies: Emphasize Sports Fashion, and Collaborate with Leading ICT Companies for Software and Hardware Integration

3. INDUSTRY OUTLOOK

3.1 Products in the Global Wrist Wearable Market

3.2 Smartwatches Priced at USD 600 or Higher are for Branding Purpose

3.3 Fashion Accessory, Mobile Payment, and Emergency Communications are the Main Themes for Wrist Wearables in 2016

3.4 Fashion Accessory

3.5 Mobile Payment

3.6 Emergency Communications

4. HIGHLIGHTED TOPICS

- 4.1 Smartwatch Becoming the Growth Driver for Wrist Wearables
- 4.2 The Niche Markets for Wrist Wearables are Enjoying Significant Growth
- 4.3 Smartwatch Starts Acting Like Smartphone
- 4.4 Form Factor Design and Battery Life as Key Focus
- 4.5 Niche Markets are Prioritized Leveraging Proprietary Total Solutions

5.MIC PERSPECTIVE

- 5.1 Smartwatch is Becoming the Growth Driver for Wrist Wearables
- 5.2 The Niche Markets for Wrist Wearables are Enjoying Significant Growth
- Appendix
- Glossary of Terms
- List of Companies

List Of Figures

LIST OF FIGURES

Figure 1: Worldwide Market Volume of Smartwatch and Smart Wristband, 2014-2017

Figure 2: Worldwide Market Value and ASP of Smartwatch and Smartband

Figure 3: Google Search Interest for Smartwatch from 2012 to 2017

Figure 4: Market Share Changes By Brand in the Global Wrist Wearable Market: 2015 vs. 2017

Figure 5: Product Offerings of Major Wrist Wearable Vendors around the World

Figure 6: Global Smart Wearable Devices Market Value, 2015-2021

Figure 7: Leading Vendors and Their Smartwatch Launched in 2016 and 2017

Figure 8: Leading Vendors and Their Smartbands Launched in 2016 and 2017

I would like to order

Product name: Smart Wrist Wearable: Global Forecast, Value Chain Analysis, and Opportunities and Challenges

Product link: <https://marketpublishers.com/r/S4EA10B9635EN.html>

Price: US\$ 2,100.00 (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/S4EA10B9635EN.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**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

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

