

Smartwatch Market Development and Leading Brands' Product Strategies in Healthcare (pre-order)

<https://marketpublishers.com/r/SE3A16964167EN.html>

Date: September 2021

Pages: 18

Price: US\$ 1,400.00 (Single User License)

ID: SE3A16964167EN

Abstracts

Smartwatches are one of the most mature smart wearable devices. Over the years, smartwatches have evolved to focus on the role of biometrics in healthcare applications and have become an important gadget for remote health monitoring during the COVID-19 pandemic. As a result, the usability of smartwatches has increased significantly, thereby driving up its market growth. This report looks into the growth momentum of the smartwatch industry; finds out the development trends of smartwatches in healthcare applications while examining product strategies of leading brands, including Apple, Samsung, and Google.

Contents

1. SMARTWATCH MARKET ANALYSIS

1.1 Market Positioning: Targeting Healthcare/Sports/Children to Complement Services Provided by Smartphones

1.2 Global Shipments: 138.7 Million Units by 2025

1.2.1 Rising Health Awareness, Diversified Applications, and Declining Prices Drive Market Growth

1.3 Brands' Market Share: Apple as Market Leader and Unipolar Superpower in a Multipolar Market

2. TRENDS IN SMARTWATCHES FOR HEALTHCARE APPLICATIONS

2.1 From Biometrics Monitoring to Specialized Medical Use

2.1.1 Heart Rate and Blood Oxygen: Detects Blood Volume and Concentration Changes with PPG; Heart Rate Monitoring is Mature due to Early Adoption

2.1.2 Heart Rhythm: Collects ECG Signals and Draws ECGs Using Electric Shock Pads; Develops AI Capable of Interpreting Various Waveforms

2.1.3 Pulse/Blood Pressure: Estimated from ECG and PPG Signals; Some Smartwatches Have Been Certified as Medical Products

2.1.4 Stress and Sleep: Analyzes Activation of Nervous Systems via HRV; Leading Vendors Trying to Improve Accuracy by Detecting Sweat Secretion

2.1.5 Blood Glucose: Non-invasive Blood Glucose Measurement as Leading Smartwatch Vendors' Next Focus

2.1.6 Summary

3. PRODUCT STRATEGIES OF THREE LEADING BRANDS

3.1 Apple: Enhances Measurement Functions and Creates a Data-sharing Ecosystem to Increase User Loyalty

3.1.1 Next Phase: Blood Pressure Measurement and Longer Battery Life

3.1.2 Expands from Integration to Sharing of Health Data

3.2 Samsung: Develops Emerging Biometrics Applications and Increase Medical Use of Smartwatches

3.3 Google: Uses Smartwatches to Facilitate Medical Research and Aggressively Expands Wear OS Market Share

4. MIC PERSPECTIVE

List Of Figures

LIST OF FIGURES

Figure 1. Market Positioning of Smartwatches

Figure 2. Worldwide Smartphone Shipment Volume and Growth Rate

Figure 3. Smartwatch Brands' Market Share in 2021

Figure 4. Measurement of Heart Rate and Blood Oxygen Using PPG

Figure 5 Measurement of Heart Rhythm using ECG

Figure 6. Measurement of Pulse Wave and Blood Pressure

Figure 7. Stress Measurement via EDA and Stress Relief Application

Figure 8. Evolution of Biometrics Modules in Apple Watch

Figure 9. Apple Health

Figure 10. Evolution of Biometrics Applications of Samsung's Smartwatches

Figure 11. Google's Wear OS Strategy

I would like to order

Product name: Smartwatch Market Development and Leading Brands' Product Strategies in Healthcare (pre-order)

Product link: <https://marketpublishers.com/r/SE3A16964167EN.html>

Price: US\$ 1,400.00 (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/SE3A16964167EN.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

