

The Taiwanese Wrist Wearable Industry, 1Q 2017

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Abstracts

The report finds shipment volume of the Taiwanese wrist wearable industry topped 13.3 million units in the fourth quarter of 2016, up over 60% sequentially. This is mainly attributed mainly to the seasonal demand for smartwatches and smartbands towards the year-end. Shipment value grew 93% sequentially to USD15.59 billion while ASP jumped by 18%. Shipment volume of the industry is anticipated to have declined considerably in the first quarter of 2017 following the peak season. Nevertheless, the industry will likely to continue to witness a double-digit growth in shipment volume and value in 2017 compared to 2016 as Taiwan's customers like Apple, Fitbit, and Garmin have demonstrated strong ambition in developing new distribution channels and regional markets.

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