

Leading Smart Watch Apps: Insights into Wearable Use Cases

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Abstracts

This report analyzes trends in the development of tethered and native apps for smart watches as the smart watch industry ramps up production and faces fiercer competition since Apple joined the race in 2015. It highlights perspectives from watch brands, app developers, and consumers about the most significant smart watch use cases and business strategies to increase usage and boost brand loyalty. The report also updates Parks Associates' five-year global smart watch sales forecasts.

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