

# Global Smartwatches Sales Market Report 2018

<https://marketpublishers.com/r/G706C09FFACEN.html>

Date: June 2018

Pages: 129

Price: US\$ 4,000.00 (Single User License)

ID: G706C09FFACEN

## Abstracts

This report studies the global Smartwatches market status and forecast, categorizes the global Smartwatches market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

Smartwatch is an information processing device with the basic time function. The watch may communicate with external devices such as smart phones, sensors, and a wireless headset. Smartwatch often consists of two parts: Peripheral devices and software.

Peripheral devices of Smartwatch may include camera, thermometer, accelerometer, altimeter, barometer, compass, GPS receiver, speaker and SDcard that is recognized as a mass storage device by a computer. Software may include Map display, scheduler, calculator, and various kinds of watch face.

At present, in developed countries, the Smartwatch industry is generally at a more advanced level. The world's famous enterprises are mainly concentrated in USA, Korea and Japan. Meanwhile, foreign companies have more advanced equipment, strong R & D capability, and leading technical level. However, foreign companies' manufacturing cost is relatively higher, compared with Chinese companies. With the development of Chinese Smartwatch production technology, their share in the international market is increasing, and competitiveness in the international market gradually increases.

China's Smartwatch industry has developed into a national wide status with certain research and production capacity, industry product mix has gradually improved, currently. China has become a large international consumption country of Smartwatch, but the production technology is relatively laggard to produce some low-end product. The new production lines are increasing, and the high-end product is still relying on import.

With the rapid growth of the national economy as well as the rapid development of smartwatch, Chinese Smartwatch market demand is exuberant, it will provide a good

opportunity for the development of watch market and technology. The smartwatch manufacturer has squeezed the traditional Smartwatch market. But there are also opportunities to the watch brands which has established to deliver quality and to determine style trends for watches. Most traditional watch manufacturers also enter into the smartwatch market. The competition will more intense in next few years.

The global Smartwatches market is valued at 10900 million US\$ in 2017 and will reach 48400 million US\$ by the end of 2025, growing at a CAGR of 20.5% during 2018-2025. The major players covered in this report

Apple

Samsung

Sony

Motorola/Lenovo

LG

Pebble

Fitbit

Garmin

Withings

Polar

Asus

Huawei

ZTE

inWatch

Casio

TAG Heuer

TomTom

Qualcomm

Weloop

Epson

Geak

SmartQ

Hopu

Truly

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

## North America

United States

Canada

Mexico

## Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

## Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Apple Watch Kit

Android Wear

Tizen

Embedded OS

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Personal Assistance

Medical and Health

Fitness

Personal Safety

The study objectives of this report are:

To analyze and study the global Smartwatches sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Smartwatches players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Smartwatches are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Smartwatches Manufacturers

Smartwatches Distributors/Traders/Wholesalers

Smartwatches Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Smartwatches market, by end-use.

Detailed analysis and profiles of additional market players.

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