

Smart Watch - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Smart Watch market is accounted for \$41.77 million in 2017 and is expected to reach \$198.90 million by 2026 growing at a CAGR of 18.9% during the forecast period. Some of the key factors propelling the market growth are the meteoric rise in demand for wireless sports and fitness devices, heart rate monitoring, GPS tracking. Additionally, new applications and launch of the wristband, smart bracelet, wearable computer and fitness belt by big brands are considered as the market growth opportunities. However, the cost of smartwatch and lack of proper IT infrastructure are restraining factors for the growth of the smartwatch market.

A smartwatch is a wearable computer in the form of a wristwatch; modern smart watches provide a local touchscreen interface for daily use, while an associated smartphone app provides for management and telemetry. Some smartwatches function as portable media players, with FM radio and playback of digital audio and video files via a Bluetooth or USB headset. Some models, called 'watch phones' (or vice versa), have mobile cellular functionality like making calls.

Based on the sales channel, online e-commerce chain segment has lucrative market growth due to the increasing demand for smartwatch; the vendors in the market are providing their smartwatch also in the form of accessories online. By operating system, android segment acquired significant growth in terms of user-base, and it was logical to design watch operating systems compatible to android-powered smartphones. On the basis of geography, North America region is projected to fuel the market due to the introduction and sale of prominent companies products, results in a higher revenue generator than any other region in the world.

Some of the key players in Smartwatch market include Apple Inc., Sony Corporation, Samsung Group, Sonostar Inc., Google Inc., Fitbit Inc, Fossil, Garmin Ltd, Timex Group Inc, Qualcomm Inc., Meta Watch Ltd., Neptune Pine, LG Electronics Inc., Pebble

Technology Corporation, Connected Device Ltd., Razer Inc., TomTom International BV, Lenovo Group Limited, ASUSTeK Computer Inc., and Alphabet Inc.

Products Covered:

Standalone

Extension

Classic

Sales Channels Covered:

Unorganized Retail Store

Online e-Commerce Chain

Organized Retail Chain

Age Groups Covered:

55 + Years

35-54 Years

25-34 Years

15-24 Years

2%li%14 Years

Operating Systems Covered:

Windows

Android

iOS

Other Operating Systems

Ranges Covered:

Low Price

Medium Price

High Price

Applications Covered:

Medical/Health

Sports

Personal Assistance

Wellness

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

WHAT OUR REPORT OFFERS:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

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NOTE: Tables for North America, Europe, Asia Pacific, South America, Middle East & Africa are represented in the same manner above.

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