

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

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements.

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Futuristic Market Scenario

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL SMARTWATCH MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Standalone
- 5.3 Extension
- 5.4 Classic

6 GLOBAL SMARTWATCH MARKET, BY SALES CHANNEL

- 6.1 Introduction
- 6.2 Unorganized Retail Store
- 6.3 Online e-Commerce Chain
- 6.4 Organized Retail Chain

7 GLOBAL SMARTWATCH MARKET, BY AGE GROUP

- 7.1 Introduction
- 7.2 55 + Years
- 7.3 35-54 Years
- 7.4 25-34 Years
- 7.5 15-24 Years
- 7.6 2- 14 Years

8 GLOBAL SMARTWATCH MARKET, BY OPERATING SYSTEM

- 8.1 Introduction
- 8.2 Windows
- 8.3 Android
- 8.4 iOS
- 8.5 Other Operating Systems
 - 8.5.1 Pebble OS
 - 8.5.2 Linux
 - 8.5.3 Real Time Operating System (RTOS)
 - 8.5.4 Firefox OS
 - 8.5.5 Tizen

9 GLOBAL SMARTWATCH MARKET, BY RANGE

- 9.1 Introduction

9.2 Low Price

9.3 Medium Price

9.4 High Price

10 GLOBAL SMARTWATCH MARKET, BY APPLICATION

10.1 Introduction

10.2 Medical/Health

10.3 Sports

10.4 Personal Assistance

10.5 Wellness

10.6 Other Applications

10.6.1 Gaming

10.6.2 Fashion

10.6.3 Kids Learning

10.6.4 Spiritual Wellness

11 GLOBAL SMARTWATCH MARKET, BY GEOGRAPHY

11.1 Introduction

11.2 North America

11.2.1 US

11.2.2 Canada

11.2.3 Mexico

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

11.4.3 India

11.4.4 Australia

11.4.5 New Zealand

11.4.6 South Korea

11.4.7 Rest of Asia Pacific

- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Apple Inc.
- 13.2 Sony Corporation
- 13.3 Samsung Group
- 13.4 Sonostar Inc.
- 13.5 Google Inc.
- 13.6 Fitbit Inc
- 13.7 Fossil
- 13.8 Garmin Ltd
- 13.9 Timex Group Inc
- 13.10 Qualcomm Inc.
- 13.11 Meta Watch Ltd.
- 13.12 Neptune Pine
- 13.13 LG Electronics Inc.
- 13.14 Pebble Technology Corporation
- 13.15 Connected Device Ltd.
- 13.16 Razer Inc.
- 13.17 TomTom International BV

- 13.18 Lenovo Group Limited
- 13.19 ASUSTeK Computer Inc.
- 13.20 Alphabet Inc

List Of Tables

LIST OF TABLES

- Table 1 Global Smartwatch Market Outlook, By Region (2016-2026) (\$MN)
- Table 2 Global Smartwatch Market Outlook, By Product (2016-2026) (\$MN)
- Table 3 Global Smartwatch Market Outlook, By Standalone (2016-2026) (\$MN)
- Table 4 Global Smartwatch Market Outlook, By Extension (2016-2026) (\$MN)
- Table 5 Global Smartwatch Market Outlook, By Classic (2016-2026) (\$MN)
- Table 6 Global Smartwatch Market Outlook, By Sales Channel (2016-2026) (\$MN)
- Table 7 Global Smartwatch Market Outlook, By Unorganized Retail Store (2016-2026) (\$MN)
- Table 8 Global Smartwatch Market Outlook, By Online e-Commerce Chain (2016-2026) (\$MN)
- Table 9 Global Smartwatch Market Outlook, By Organized Retail Chain (2016-2026) (\$MN)
- Table 10 Global Smartwatch Market Outlook, By Age Group (2016-2026) (\$MN)
- Table 11 Global Smartwatch Market Outlook, By 55 + Years (2016-2026) (\$MN)
- Table 12 Global Smartwatch Market Outlook, By 35-54 Years (2016-2026) (\$MN)
- Table 13 Global Smartwatch Market Outlook, By 25-34 Years (2016-2026) (\$MN)
- Table 14 Global Smartwatch Market Outlook, By 15-24 Years (2016-2026) (\$MN)
- Table 15 Global Smartwatch Market Outlook, By 2- 14 Years (2016-2026) (\$MN)
- Table 16 Global Smartwatch Market Outlook, By Operating System (2016-2026) (\$MN)
- Table 17 Global Smartwatch Market Outlook, By Windows (2016-2026) (\$MN)
- Table 18 Global Smartwatch Market Outlook, By Android (2016-2026) (\$MN)
- Table 19 Global Smartwatch Market Outlook, By iOS (2016-2026) (\$MN)
- Table 20 Global Smartwatch Market Outlook, By Other Operating Systems (2016-2026) (\$MN)
- Table 21 Global Smartwatch Market Outlook, By Pebble OS (2016-2026) (\$MN)
- Table 22 Global Smartwatch Market Outlook, By Linux (2016-2026) (\$MN)
- Table 23 Global Smartwatch Market Outlook, By Real Time Operating System (RTOS) (2016-2026) (\$MN)
- Table 24 Global Smartwatch Market Outlook, By Firefox OS (2016-2026) (\$MN)
- Table 25 Global Smartwatch Market Outlook, By Tizen (2016-2026) (\$MN)
- Table 26 Global Smartwatch Market Outlook, By Range (2016-2026) (\$MN)
- Table 27 Global Smartwatch Market Outlook, By Low Price (2016-2026) (\$MN)
- Table 28 Global Smartwatch Market Outlook, By Medium Price (2016-2026) (\$MN)
- Table 29 Global Smartwatch Market Outlook, By High Price (2016-2026) (\$MN)
- Table 30 Global Smartwatch Market Outlook, By Application (2016-2026) (\$MN)

Table 31 Global Smartwatch Market Outlook, By Medical/Health (2016-2026) (\$MN)

Table 32 Global Smartwatch Market Outlook, By Sports (2016-2026) (\$MN)

Table 33 Global Smartwatch Market Outlook, By Personal Assistance (2016-2026) (\$MN)

Table 34 Global Smartwatch Market Outlook, By Wellness (2016-2026) (\$MN)

Table 35 Global Smartwatch Market Outlook, By Other Applications (2016-2026) (\$MN)

Table 36 Global Smartwatch Market Outlook, By Gaming (2016-2026) (\$MN)

Table 37 Global Smartwatch Market Outlook, By Fashion (2016-2026) (\$MN)

Table 38 Global Smartwatch Market Outlook, By Kids' Learning (2016-2026) (\$MN)

Table 39 Global Smartwatch Market Outlook, By Spiritual Wellness (2016-2026) (\$MN)

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

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