

Global Smartwatches Market 2015 Share, Trend, Segmentation And Forecast To 2019

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PUNE, INDIA, December 8, 2016
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The analysts forecast the Global Smartwatch market to grow at a CAGR of 96.8 percent over the period 2014-2019.

Smartwatches are computerized watches that are designed with enhanced functionalities such as making calls, messaging, and browsing the internet. Smartwatches are integrated with an operating system, which can be used across multiple devices. In the past couple of years, the Global Smartwatches market has been undergoing rapid technological changes, where ongoing innovations have been taking place with vendors coming up with various new features in smartwatches. For example, the introduction of hands-free voice command enabled smartwatches by Motorola in the market. Such advances in technology have increased the applications of smartwatches. Although the market did not grow as expected during 2010-2013, the market landscape is expected to change drastically by 2015 presenting a high growth.

Covered in this Report

This report covers the present scenario and the growth prospects of the Global Smartwatches market for the period 2015-2019. To calculate the market size, the report considers revenue generated from the sales of smartwatches from various vendors in the Global Smartwatches market. Smartwatches considered in this report to calculate the market size include those that can perform the following functions:

- Making and receiving calls or receiving notifications regarding the same
- Sending and receiving text messages or receiving notifications regarding the same
- Display time and date



The report does not include standalone wristbands that are meant only for fitness activities or any other application that do not provide the above-mentioned functionalities.

It also presents the vendor landscape and a corresponding detailed analysis of the top five vendors in the Global Smartwatches market. In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends emerging in the market.

Key Regions

- Americas
- APAC
- EMEA

Key Vendors

- LG
- Motorola
- Pebble
- Samsung
- Sony

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Other Prominent Vendors

- Garmin
- Martian
- Mota
- Qualcomm

Market Driver

- Renewed Interest among Consumers
- For a full, detailed list, view our report.

Market Challenge

- High Price
- For a full, detailed list, view our report.

Market Trend

- Alliances with Fashion Industry
- For a full, detailed list, view our report.

Key Questions Answered in this Report

- What will the market size be in 2018 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?

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