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A flick of the wrist:

Rise of the Smartwatch

01:30

The wearables market is projected to be worth over $27 billion by 2022 - hitting 233 million units.

What may have started off as somewhat of a gimmick is turning into serious business. Over the past couple of decades the prevalence of connected devices has only grown, with **Apple Watch** leading the way with a huge market share. But where did it all start?

Tick, tock, tick: The timeline for wearables

1972 — 10:00

The first time computer and digital watch, the **Pulsar Time Computer** was one of the first personal technology pieces.

1975 — 01:00

As analogue timepieces moved to digital, with screens capable of displaying a range of information, they were considered smart watches. The Hamilton Pacemaker Cosmoquartz gaining interested.

1980s — 10:00

As the digital era arrived in the 1980s, Seiko released the world's first digital watch, with the **TRY1** providing TV on watch, the **Data2000** allowing text characters to be stored and connected to a computer. Other models added calendars, memos, simple games and snail pace improvements in connectivity.

1999 — 12:00

1999 gave us the first watch using a computer operating system, the **Casio WRIST** by Casio. Interestingly, Steve Mann's first form of wearables dated circa 1994 a watch, while Samsung delivered the **SPH-WP10** watch capable of making cell phone calls.

2004 — 10:00

2004 saw Microsoft almost reinventing the category with the **SPOT** but they failed to spot the device's true potential.

2009 — 12:08

In 2009, Indies like **BUNG Wearables** crammed a SIM card into a watch.

2012 — 14:13

Sony introduces the **Sony Smartwatch** at CES 2012.

2013 — 12:45

Samsung launches their **Galaxy Gear Smartwatch**, competing with Sony for the top spot in wearables.

2014 — 10:08

In 2014, crowd-funded **Pebble** helped spark fresh interest in the concept, raising over $10 million for its smartwatch.

2015 — 07:21

Late to the game, Apple had plenty of work to do with its **Apple Watch**, unveiled in September and going on sale in 2015. Apple Watch quickly became the top-selling smartwatch, and soon the top selling watch of any type.

2019 — 18:20

Apple announces it's first always-on **Apple Watch Series 5**, contributing to an increase of 6.2% share of the global smartwatch market. Plus, Apple introduces a dedicated App Store for the Apple Watch for the first time.

How Apple did its 'thing' for watches

Apple continued to drive interest and make the watch more attractive, with designer straps and a range of screen sizes to drive mass appeal among all users.

Over the four generations/ evolution so far Apple Watch has become more independent of the iPhone. Through **power** and **radio** improvements.

Apple Watch Series 3 added support for **sellers** and **snowboarders**, making it an essential tool for fitness bunnies.

FACT:

There are 84 possible combinations of Apple Watch and official straps.

The booming digital health market and those monitoring their vital signs benefit from the ECG app in the latest Series 4.

FACT:

30% of Apple Watch Series 3 buyers had also purchased the Series 1.

Apple Watch supports Apple Pay with Transport for London the largest user of the service.

The Evolution of Apple Watch

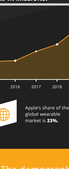
How Apple Watch evolved since it's first release - offering more functionality and features with each iteration.

Model	Apple Watch	Series 1	Series 2	Series 3	Series 4	Series 5
Size	38 or 42 mm, 16.4 mm thin	38 or 42 mm, 10.4 mm thin	38 or 42 mm, 10.4 mm thin	38 or 42 mm, 11.4 mm thin	40 or 44 mm, 10.7 mm thin	40 or 44 mm, 10.7 mm thin
CPU Power	Single-core S1 processor	Dual-core S1P processor	Dual-core S2 processor	Dual-core S3 processor	64-bit dual-core S4 processor	S5 processor
New Features	Heart rate sensor	Cheaper	Water resistance	Altimeter, Siri	ECG, Fall detection	Always-on retina display
Connectivity	Requires iPhone	Bluetooth 4.2	Bluetooth 4.2 GPS	Bluetooth 5 GPS + Cell	Bluetooth 5 GPS + Cell	Bluetooth 5 GPS + Cell

Sales Stats

Overall smartwatch sales continue to boom year over year, with record sales in 2018, almost doubling 2017's sales.

UNIT SALES IN MILLIONS:



FACT:

3.5 MILLION

watch units were shipped by Apple in 2Q 2018, **3%** more than 2Q 2017. Sales continue to boost with shipments of Apple Watch up **63%** in the first quarter of 2019.

ESTIMATED UNITS SOLD IN MILLIONS:

FACT:

Apple are predicted to sell an incredible **33 MILLION** units of Apple Watch in 2019.

Apple's share of the global wearable market is **22%**.

On average, **23** Apple Watch units are sold per minute.

The demographics: More women buying Apple Watch

Over the years, the gender balance of Apple Watch purchasers has leveled, with the latest model being close to 50/50 split.

Series 1
20% Female buyers (estimated)
80% Male buyers (estimated)

Series 2
26% Female buyers (estimated)
74% Male buyers (estimated)

Series 3
35% Female buyers (estimated)
65% Male buyers (estimated)

Series 4
46% Female buyers (estimated)
54% Male buyers (estimated)

Series 5
50% Female buyers (expected)
50% Male buyers (expected)

It's estimated that One in 10 American owns a smart watch in 2019.

16% of U.S. adults now own a smartwatch with most interest from the younger **18-34** age demographic.

79% of those say that they use it for health and fitness monitoring. However, **while** it's commonly believed that most Apple Watch apps are in the fitness space the numbers suggest that only **3%** of them, in reality, are.

Distribution of Apple Watch apps

As of December 2019

Games	12%	Productivity	6%
Utilities	12%	Travel	6%
Health and fitness	7%	Finance	6%
Entertainment	7%	All others	38%
Lifestyle	6%		

Time for the future

FACT:

112.5 Million

Gartner estimates smartwatch sales of 112.5 million units by 2022.

5G will improve how much data can be fed to smartwatches, while there is plenty of room for app development to come up with new uses.

Apple Watch, **smart-material straps** will become part of the interface, able to show messages or change colour to highlight exercise or stress rates.

Apple Watch, **new technologies** become small enough or power efficient enough to fit into the tiny confines of Apple Watch lids.

FACT:

The new watch OS 6.0 will add an app store just for Apple Watch owners.

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Sources

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