

Global Smartwatch Shipments Projected to Reach 80.55 Million Units in 2020 Thanks to Apple's Sales Strategy Along With Entry of New Products and Brands, Says TrendForce

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TrendForce. Looking ahead to 2020, smartwatch sales will benefit from the lower prices of the earlier versions of the Apple Watch devices and the releases of new smartwatch models from other branded device manufacturers. TrendForce forecasts that the global smartwatch shipments in 2020 will grow by 28.6% YoY to around 80.55 million units. The total shipments of the Apple Watch devices for the same year are also forecasted to grow by 21.8% YoY to around 34 million units.

About TrendForce

TrendForce is a global provider of the latest development, insight, and analysis of the technology industry. Having served businesses for over a decade, the company has built up a strong base membership base of 435,000 subscribers. TrendForce has established a reputation as an organization that offers insightful and accurate analysis of the technology industry through five major research divisions: DRAMXchange, WitsView, LEDinside, EnergyTrend and Topology. Founded in Taipei, Taiwan in 2000, TrendForce has extended its presence in China since 2004 with offices in Shenzhen and Beijing. For more details about TrendForce, please visit www.trendforce.com

Major research divisions:

DRAMeXchange focuses on memory, storage and the consumer electronics industry including PC DRAM, Mobile DRAM, Server DRAM, NAND Flash, SSD and smartphone.

WitsView offers comprehensive coverage of the display industry from upstream components, midstream panels/touch modules to downstream system integrators, brands and channels.

LEDinside covers all aspects of the LED supply chain from upstream equipment/materials, midstream chip/packaging to the downstream backlight and lighting market.

EnergyTrend specializes in green energy research, such as solar energy, lithium battery, energy storage systems and xEVs.

Topology studies structural trends of technology industries in the Greater China Region and beyond, focusing on semiconductors, photovoltaic technology, telecommunications, and IA.

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