

Strategy Analytics: Apple Watch is Top Smartwatch

Written by Marco Attard
31. July 2015

According to Strategy Analytics smartwatch shipments hit a record on Q2 2015, reaching 5 million units with impressive 457% Y-o-Y growth-- and the Apple Watch makes it to top status as it captures 75% market share.



Shipments for the quarter are higher than those of overall 2014 reaching 1.6m units.

"Apple Watch launched in 16 major countries and saw decent take-up from iPhone loyalists in the US and elsewhere," the analyst says. "Apple Watch has clearly raised the bar for the global smartwatch industry. The ball is now in the court of rivals, like Samsung, to respond."

Meanwhile Samsung sees shipment declines-- from 0.7m units in Q2 2014 to 0.4m in Q2 2015. The company has 2nd place in the smartwatch vendor rankings with 8% global market share, even if it remains far behind Apple when it comes to performance.

The "Others" category sees a market share increase (from 0.3% to 0.9%) and shipments growing by 17% Y-o-Y.

Go [Apple Watch Captures 75% Global Smartwatch Market Share in Q2 2015 \(Strategy Analytics\)](#)