

Global Smartwatch Shipments Market Share (2018Q1 - 2020Q4)

Brand	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2	2019 Q3	2019 Q4	2020 Q1	2020 Q2	2020 Q3	2020 Q4
Apple	26%	22%	21%	37%	26%	23%	26%	34%	30%	30%	28%	40%
Huawei	3%	5%	5%	5%	8%	8%	10%	10%	12%	14%	14%	8%
Samsung	5%	5%	8%	8%	9%	10%	8%	9%	9%	7%	10%	10%
Imoo	10%	9%	8%	6%	8%	8%	8%	6%	7%	7%	7%	6%
Others	56%	59%	58%	44%	49%	51%	48%	41%	42%	42%	41%	36%

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