

Leading Smart Watch Apps: Insights into Wearable Use Cases
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By Chris Tweedt, Research Analyst, and Harry Wang, Senior Research Director

Synopsis	Smart Watch Ownership								
<p>This report analyzes trends in the development of tethered and native apps for smart watches as the smart watch industry ramps up production and faces fiercer competition since Apple joined the race in 2015. It highlights perspectives from watch brands, app developers, and consumers about the most significant smart watch use cases and business strategies to increase usage and boost brand loyalty. The report also updates Parks Associates' five-year global smart watch sales forecasts.</p>	<p>Smart Watch Ownership (2014 - 2016) All U.S. Broadband Households</p> <table border="1"> <caption>Smart Watch Ownership Data</caption> <thead> <tr> <th>Quarter</th> <th>Ownership (%)</th> </tr> </thead> <tbody> <tr> <td>Q1 2014</td> <td>~4%</td> </tr> <tr> <td>Q1 2015</td> <td>6%</td> </tr> <tr> <td>Q2 2016</td> <td>~11%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Quarter	Ownership (%)	Q1 2014	~4%	Q1 2015	6%	Q2 2016	~11%
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"Consumers consider three factors when purchasing smart watches: features, brand, and appearance. Smart watch sales have eaten away at traditional watch sales, forcing traditional watch makers to find ways to incorporate smart functionality into their watches to meet customer demand," said Chris Tweedt, Research Analyst.

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	Android Wear	Metawatch
	Apple	Misfit
	Asus	Mont Blanc
	AT&T	Moto
	August	Motorola
	Barcode Tray	myKronoz
	Bitfinder	Omate
	Casio	One Drop
	Citizen	Pebble
	Coin	Philips
	Fitbit	Polar
	Ford	Rolex
	Fossil	Samsung
	Frederique Constant	Sony
	Garmin	Strava
	Google	Swatch
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	IFTTT	Timex
	Instagram	Tizen
	Key Ring	T-Mobile
	LG	Vector
	Logitech Harmony	Verizon
	Magellan	Visa
	Martian	WatchOS
	MasterCard	Withings

Attributes		
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