

## Media alert: Apple ships 4.2 million Watches in Q2 to become world's top vendor of wearable bands

Shanghai, Palo Alto, Singapore and Reading (UK) - Tuesday 21 July, 2015

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Apple became the world's leading vendor of wearable bands in Q2 2015, according to Canalys estimates. With 4.2 million shipments, it easily overtook Fitbit, Xiaomi and all the smart watch vendors, despite the Apple Watch's significantly higher pricing. Apple has done an excellent job designing its WatchKit SDK, which it delivered quickly and comprehensively. Native WatchKit extensions provide a capable developer platform without sacrificing battery life. But early sales were hindered due to two factors. Firstly, Apple missed the Q4 2014 holiday season. Secondly, supply constraints stalled shipments for the first couple months after launch.

'The Apple Watch is the most sophisticated smart watch to date, and it has proved popular with Apple fans worldwide. But Apple and other vendors still face important challenges to make the smart watch a breakout hit. Improvements in performance, battery life and sensor integration are needed to make future models more attractive, but it is the quality of third-party apps that will determine whether the Apple Watch will be a long-term success,' said Chris Jones, VP and Principal Analyst at Canalys.

Canalys will be providing its clients with full details on this story when its quarterly country-level wearable band estimates are published. If you are interested in further information, please contact us:

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Our analysts will be at IFA in Berlin in September to discuss key topics. If you have any questions or opinions that you would like to discuss, don't hesitate to contact them at: [press@canalys.com](mailto:press@canalys.com).

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