



Global Smart Wearable Device Trends Revealed

--Smart wearable device accessories recommended--



Catalog Introduction

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- 1.1 2021 revenue size of \$55.061 billion and shipments of 533 million units
- 1.2 The market is dominated by two categories: TWS headphones, smart watches
- 1.3 Top 5 shipments: Apple, Xiaomi, Samsung, Huawei, Fitbit

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- 2.1 127.5 million units of smartwatches shipped worldwide in 2021
- 2.2 The largest market share: Apple, Samsung, Huawei

3. Apple's Q2 2022 financial results.

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Wearable devices business broke records and became the "third pillar" of Apple's main source of revenue

4. Smartwatch Accessories Strap Recommended.

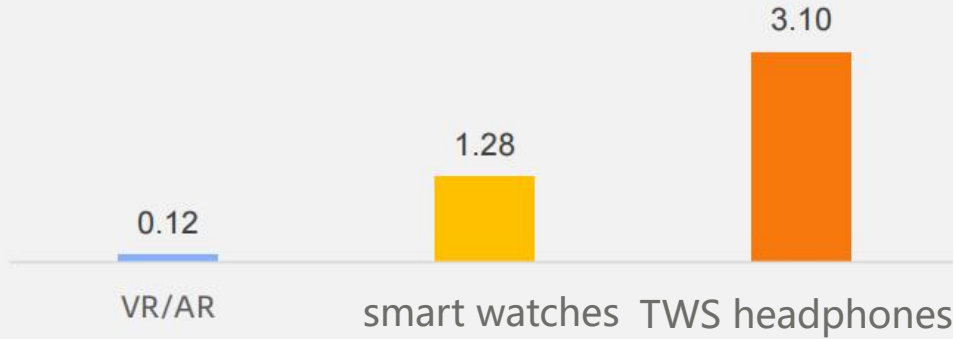
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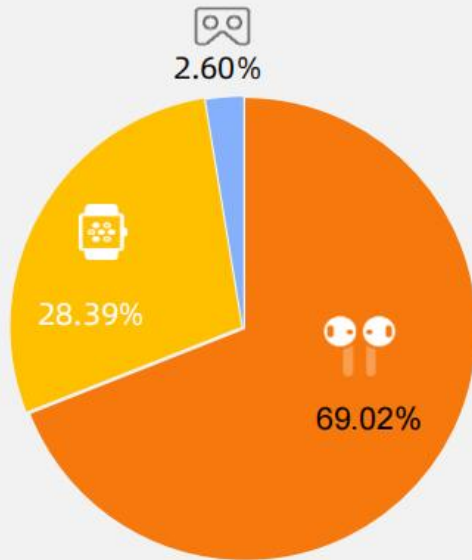


Global smart wearable device shipments in 2021

(unit: billion)



Global smart wearable devices market share by 2021



Global smart wearable device shipments

From the perspective of each type of smart wearable device, the smart wearable device market today is mainly dominated by three types of devices: TWS headphones, smart watches and VR/AR. Among them, TWS headset shipments continue to maintain a high level, reaching 310 million units in 2021, occupying a major share of 69.02% of the smart wear market; followed by the smart watch market, with shipments reaching 128 million units in 2021 and a market share of 28.39%; followed by VR/AR virtual reality wearable devices, with shipments of about 12 million units in 2021 and a market share of about 2.6%. 2.6%.

Source: IDC



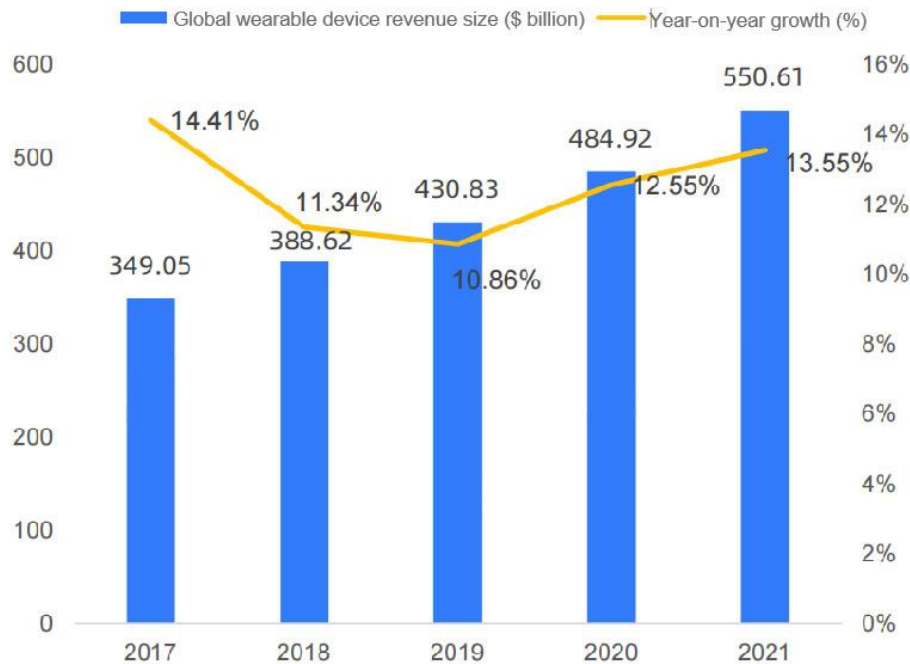
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Market situation: strong growth in smart wearable device shipments, fierce competition among head companies

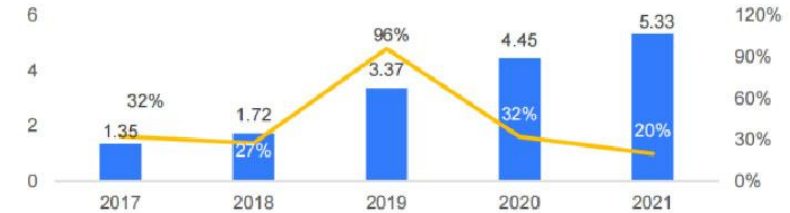
From 2017-2021, the global wearable device revenue size grew year by year from \$34.905 billion to \$55.061 billion, with a compound annual growth rate of 12.53%.

Global Smart Wearable Devices Revenue Size 2017-2021



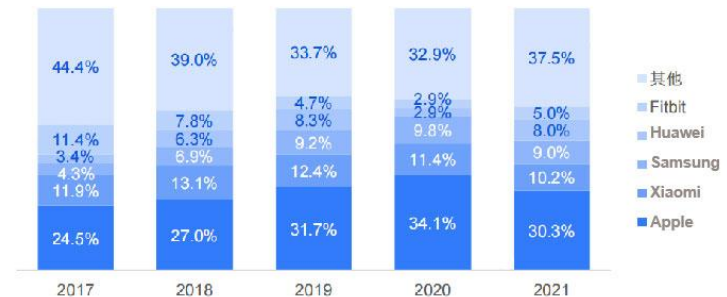
Against the backdrop of market demand and technical support, the global smart wearable devices market is growing in terms of shipments in 2021, with 533 million units shipped in 2021, up 20% year-on-year.

Global Smart Wearable Device Shipments and Growth 2017-2021 (in billion units)



The global industry concentration of smart wearable devices is increasing. Among the top five manufacturers, Apple is perennially number one.

Global Smart Wearable Devices Market Share 2017-2021 (in %)



Source: IDC



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Smart watch / bracelet – market size: the industry is booming, the competition pattern is more concentrated

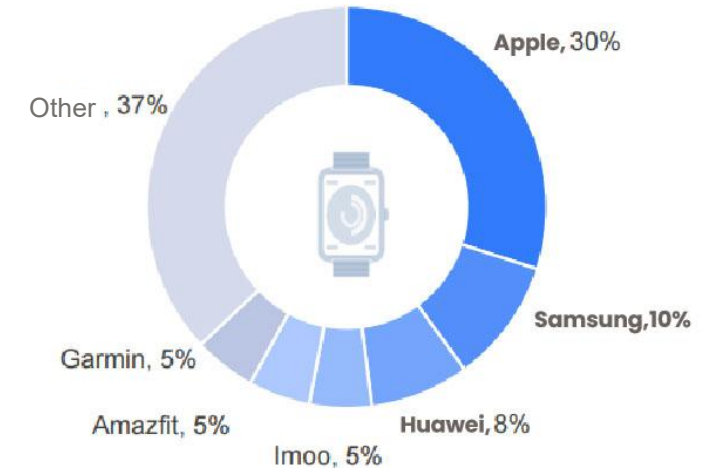
The global smartwatch market shipments grew rapidly from 32 million units in 2017 to 128 million units in 2021, with a CAGR of 31.95%, and the market entered a period of rapid development.

The global smartwatch market competition pattern is relatively concentrated, and in 2021, Apple tops the list with 30% market share, followed by Samsung and Huawei.

Global smartwatch/bracelet market shipments and growth 2017-2021
(in billion units)



Global smartwatch/bracelet market share of major brands in 2021



Source:Counterpoint,IDC



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Wearable devices resume growth in Q2 2022 with 41.7 million units shipped

According to newly compiled Canalys report, the global smart wearable market recorded a 2% increase in shipments in Q2 2022, compared to Q1.

The total global shipments of smart wearables – basic bands and smartwatches – stood at 41.7 million units. Of them, basic watches recorded a big 46.6% increase in shipments, while smartwatches (those that have apps) score a 9.3% increase.

Basic smart bands suffered a 35.5% decline in sales, though.

Source:Canalys



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In Q2, Apple Watch dominated the Global Smartwatch Market by Tripling Second Place Samsung

Apple continues to dominate the global wristwatch market with a 26% market share. Samsung overtook Huawei with solid growth of 58%, shipping 2.8 million smartwatches despite the much-anticipated launch of its Galaxy Watch 5 series in Q3 2022.

Q2 2022

Worldwide Basic Watch and Smartwatch Shipments and Annual Growth



Vendor	Q2 2022 shipments (million)	Q2 2022 market share	Q2 2021 shipments (million)	Q2 2021 market share	Annual growth
Apple	8.4	26.4%	7.9	31.1%	+6%
Samsung	2.8	8.9%	1.8	7.0%	+58%
Huawei	2.6	8.3%	2.3	9.0%	+14%
Noise	1.8	5.8%	0.4	1.5%	+382%
Garmin	1.7	5.5%	1.9	7.6%	-11%
Others	14.3	45.3%	11.1	43.8%	+29%
Total	31.7	100.0%	25.4	100.0%	+25%

Source: Canalys Wearable Band Analysis (sell-in shipments), August 2022



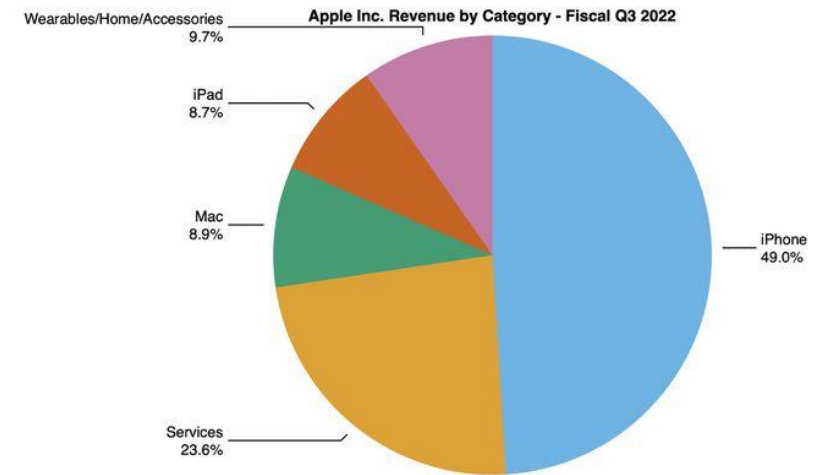
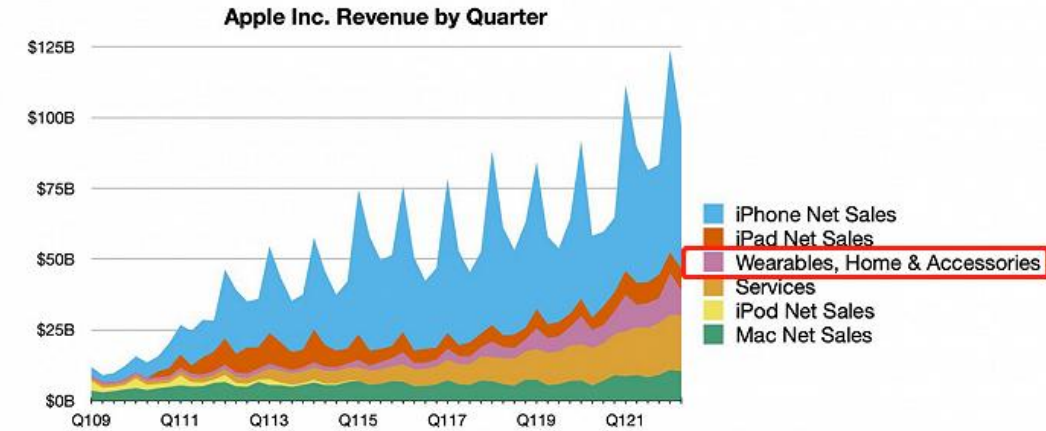
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Apple's Q2 2022 earnings: Wearable devices become Apple's top three revenue generators

Apple's revenue for the second quarter of 2022 reached \$97.3 billion, up 9 percent year-over-year, a new record for Apple's second fiscal quarter. During the quarter, iPhone, Mac and wearables/home devices/accessories - all broke Apple's quarterly revenue records for the fiscal quarter.

- The wearables business has now surpassed the Mac as the "third pillar" of Apple's primary revenue stream.
- More than 2/3 of customers are using Apple's smartwatch for the first time.



Source: Apple's Q2 2022 earnings



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Demand gives rise to business opportunities

As consumer demand for smart wear gradually heats up, the market for accessories around smart wear devices is opened up, which is also a business opportunity for the majority of brand owners.

Smartwatch Accessories

Popular watch band recommendations for 2022



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Milanese Loopback Strap

Seamless fit with a "snap"
Precision mesh for a soft, supple fit
Stainless steel, sweat-proof and breathable

Size: 38/40/41/42/44/45/49MM

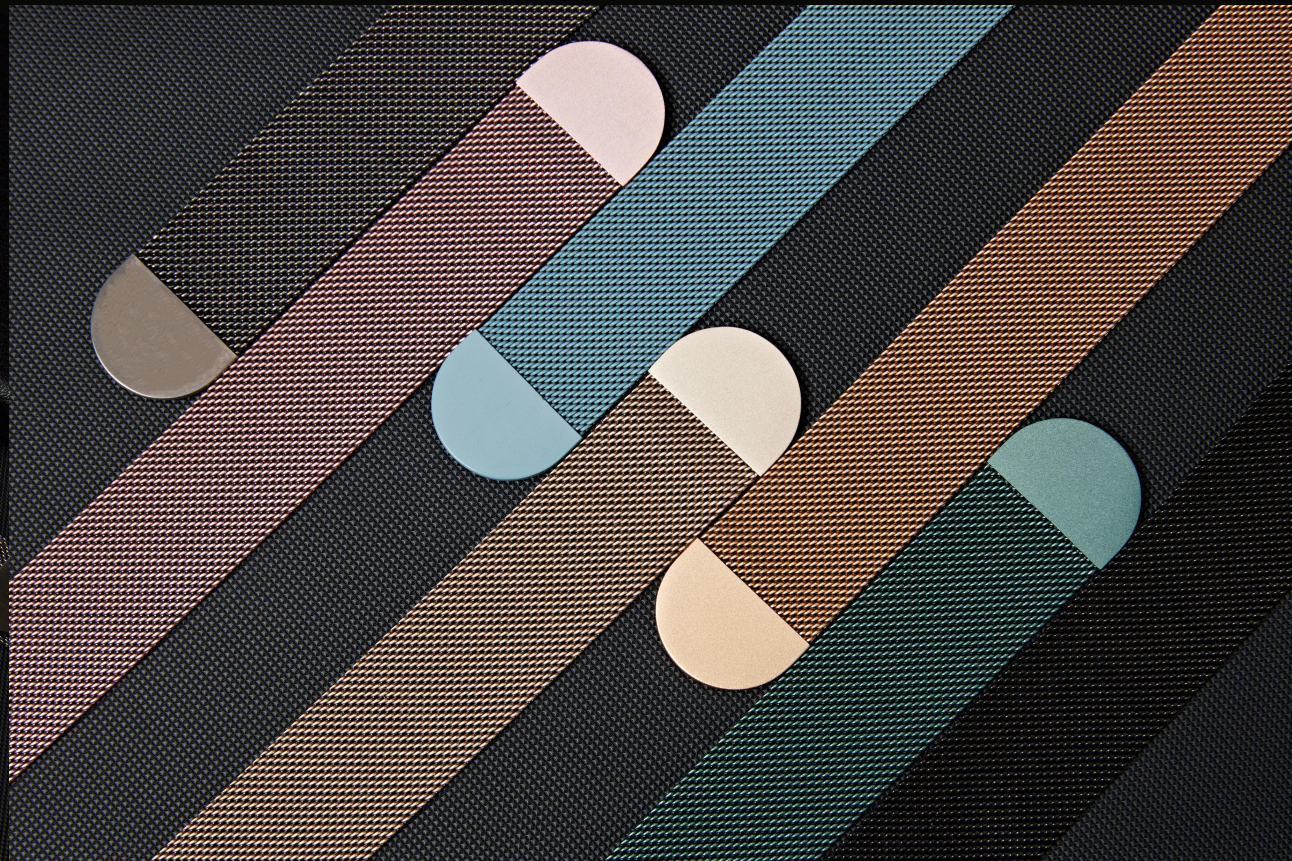
Process: electroplated silver, electroplated black and gray, single-color oil spray, electroplated seven colors

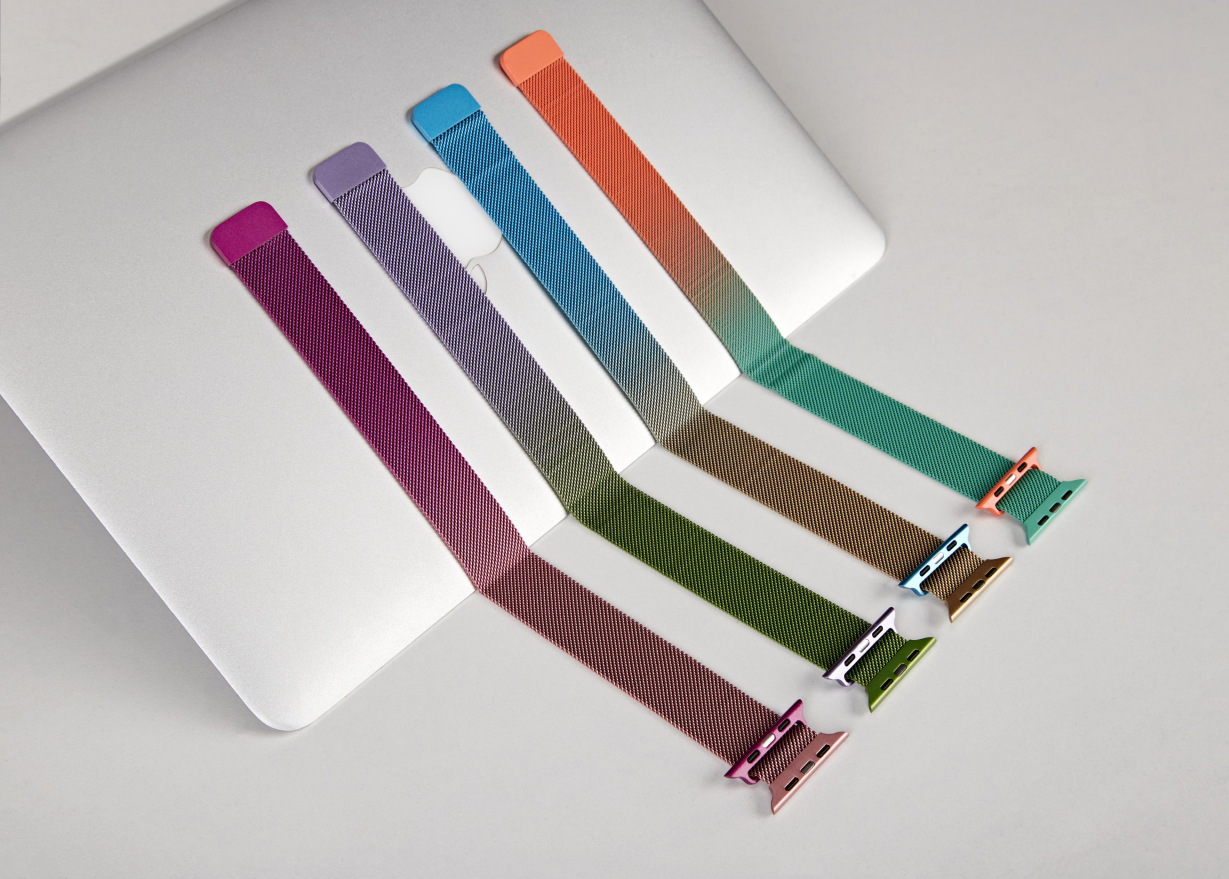
Material: 316 stainless steel in the head grain, mesh band 430 stainless steel

Model: Apple Watch full series

2 major styles to choose from:
One-piece design & Double-jointed design

Strong magnets embedded in the clasp
Firmly attached to the bracelet
Length can be adjusted freely





Vacuum plating does not lose color



3016 steel does not rust



Polished surface is more skin-friendly



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Natural resin strap

Resin texture Lightweight and comfortable

Metal buttons Lightweight and luxurious premium



Size: 38/40/41/42/44/45/49MM

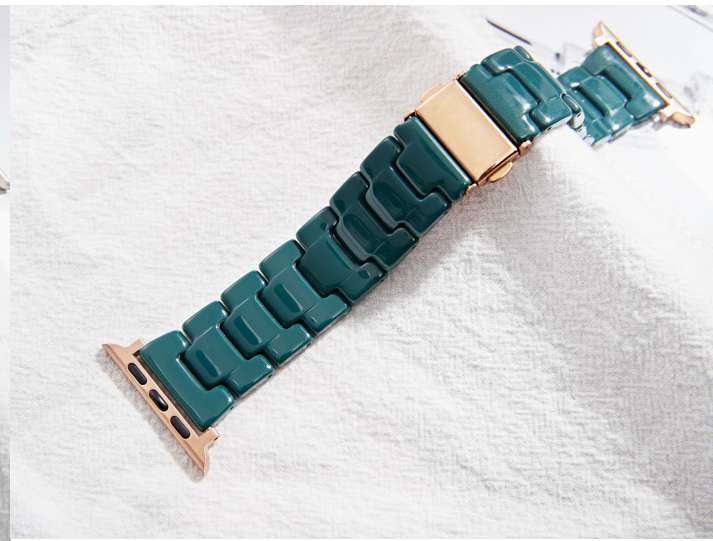
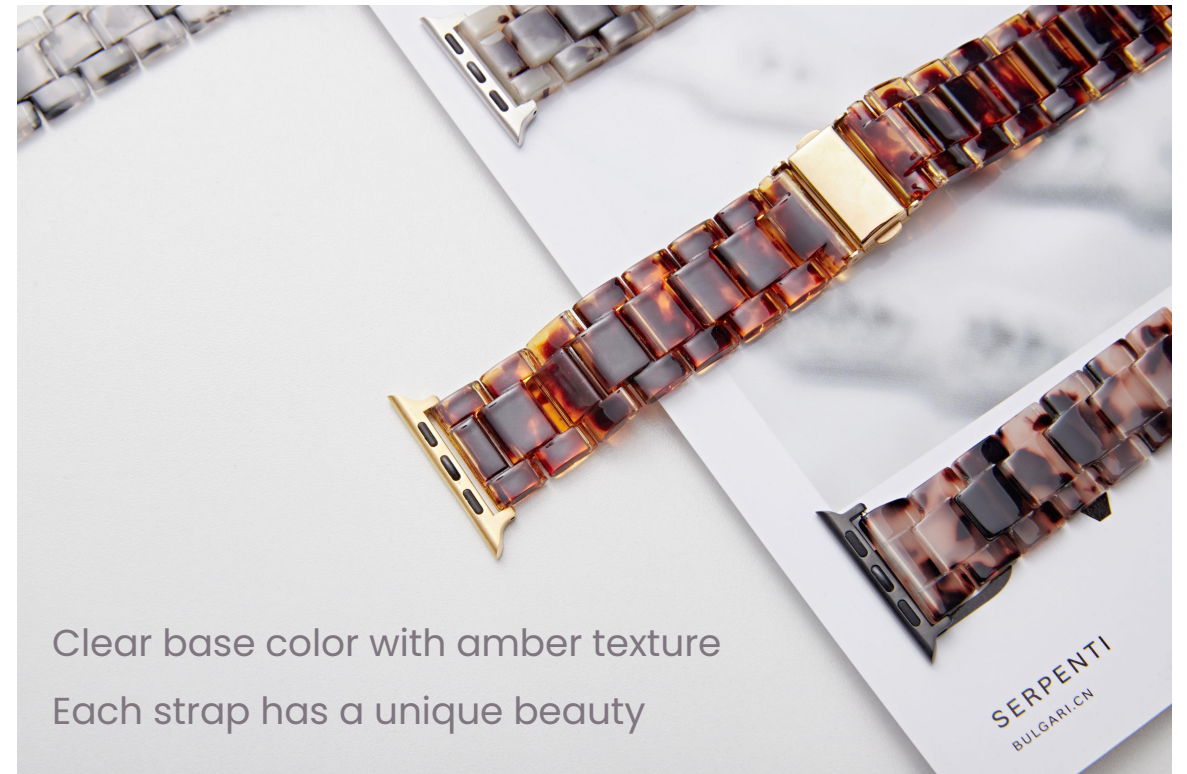
Craftsmanship: finely carved

Head pattern material: 304 stainless steel powder metallurgy

Watch body material: three beads (acetate)

Connection clasp material: 202 stainless steel

Model: Apple Watch full series





New laser rainbow resin

Fresh dazzling color bright texture
Various colors support customization





Passes nickel release test, lead test

Skin-friendly material
Non-allergic to skin contact

N3TS
Newest Testing Service

Test Report

Report No.: NB2022097623 Date: September 20, 2022 Page 2/3

Test results:

Tested part(s) description:

Test Item(s)	Description	Location
001	Silver plated metal	Body 1
002	Gunmetal plated metal	Body 2
003	Black plated metal	Body 3
004	Gold plated metal	Body 4
005	Silver metal	Shell 5
006	Silver metal	Shell 6

1. Total Lead Content - European Parliament and Council Regulation (EC) No. 1907/2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) with Latest Amendment Annex XVII, Entry 63

Test Method: CPSC-CH-E1001-08.3, Analyzed by Inductively Coupled Plasma Optical Emission Spectrometry or Atomic Absorption Spectrometry.

Limit	500 mg/kg
Test Item(s)	Result (mg/kg)
001	17
002	17
003	21
004	17
005	27
006	27

Note: N.D. = Not Detected (<MDL)
mg/kg = milligram per kilogram = ppm = part per million
MDL = Detection Limit (mg/kg): 10

Disclaimer: Measurement Uncertainty
Unless otherwise agreed upon, Pass or Fail verdicts are given based on the measured values without any considerations of measurement uncertainties. Please note, every test method has a measurement uncertainty which has been evaluated by the laboratory according to ISO/IEC 17025 requirements. By taking measurement uncertainties into account it might happen that measured values can neither be assessed as PASS nor as FAIL.

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Test Report

Report No.: NB2022097623 Date: September 20, 2022 Page 1/3

Applicant: GUANG ZHOU C AND T INDUSTRY COMPANY LTD
Address: NO.3 HEPING ROAD DASHI PANYU DISTRICT GUANGZHOU

The following merchandise were submitted and identified by the clients as:
Sample Name: Metal

The following information were confirmed by the laboratory:
Testing Period: From September 19, 2022 to September 20, 2022
Test Results: Please refer to next pages

Summary of test results

Test Requested	Conclusion
1. Total Lead Content - European Parliament and Council Regulation (EC) No. 1907/2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) with Latest Amendment Annex XVII, Entry 63	PASS

Signed for and on behalf of: Newest Testing Service Co., Ltd.
Approved by: [Signature]
Manager

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Alpine Loop

two textile layers woven together into one continuous piece without stitching.

Loopback hook and loop, not cumbersome to put on
One pull, one hook, finish putting on.



01#Green

02#Orange

03#Star color

04#Black

Size: 38/40/41/42/44/45/49MM

Process: Double weave

Material: Polyester

Model: Apple Watch full series



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2022 Apple new hot watch band



Easy to remove and install
Original type interface
One push and pull to remove the strap easily



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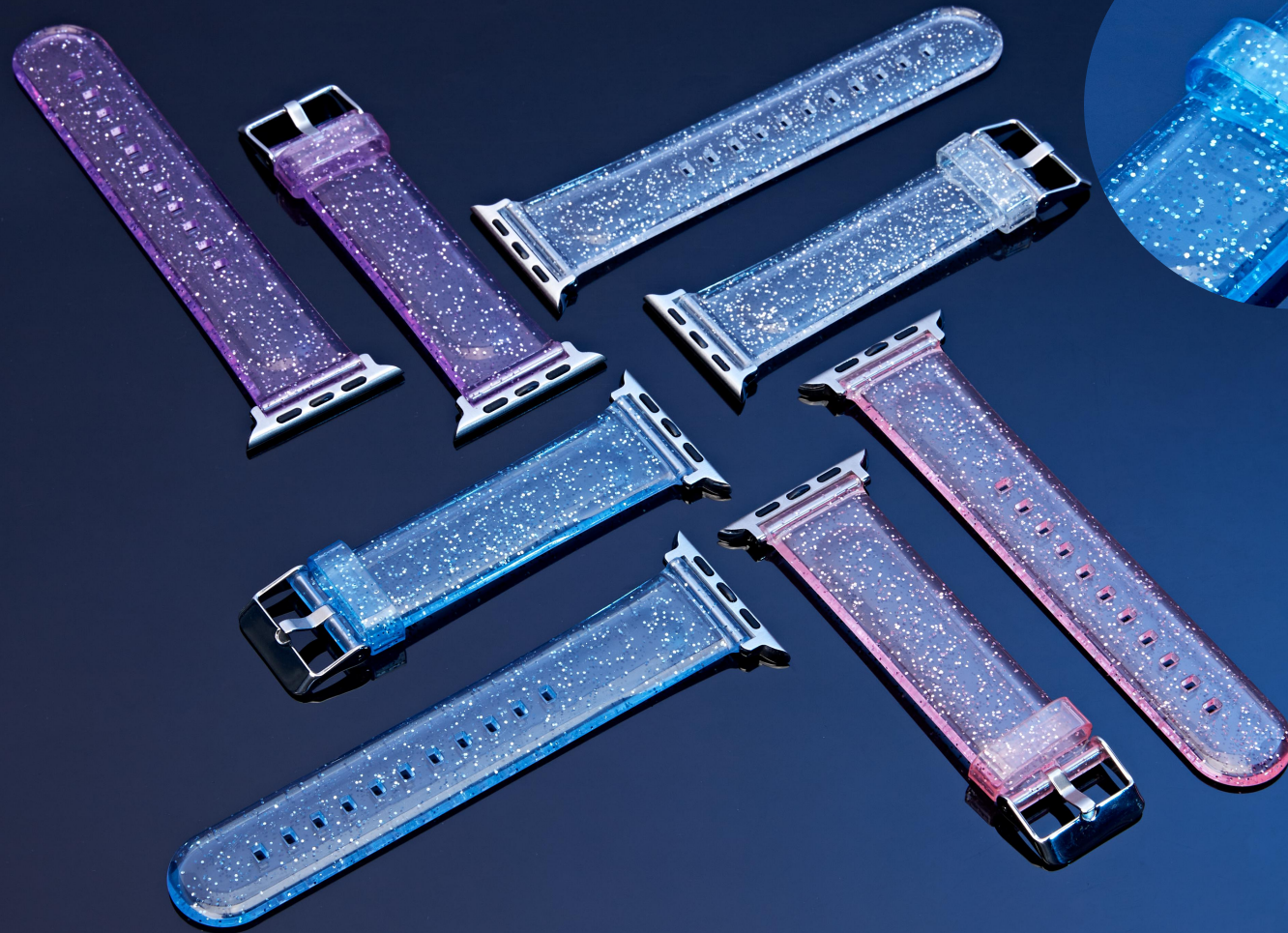
Woven nylon strap with row of buckles

Nylon weave, soft and durable
Colorful mixed weave, colorful
Scribe buckle design, perfect fit

Size: 38/40/41/42/44/45/49MM
Material: Nylon
Process: Woven
Model: Apple Watch full series

Each woven single-loop strap features a unique elastic design that is comfortable to wear and can be effortlessly removed from the wrist or reattached.

Full star strap



Sequins + transparent design, matching colors
Rounded wristband edge, won't cut your hand
TPU material, soft touch, comfortable to wear

Size: 38/40/41/42/44/45/49MM
Process: injection molding + glitter
Material: TPU
Model: Apple Watch full series





Lighter, more comfortable, more colorful

Solid color silicone strap

Skin-friendly silicone, soft touch

New color scheme, more matching

Classic design with push button + closing clasp

Size: 38/40/41/42/44/45/49MM

Material: silicone

Model: Apple Watch full series





Honeycomb two-tone silicone sports strap

Lightweight silicone material

With compression molded air holes
to ensure breathability

Size: 38/40/41/42/44/45/49MM

Material: silicone

Craft: Moulded out with double colors

Model: Apple Watch full series



3 main features

Breathable

Flexibility

snug fit



Engraved design Silicone watch band

Metal connector, durable
soft silicone, non-sensory wear

Size: 38/40/41/42/44/45/49MM
Material: silicone
Process: Engrave
Model: Apple Watch full series





Engraved design, Exquisite craftsmanship
Accept customized patterns

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