



Central and East European Wearables Market Nears New Record, According to IDC

Prague, FOR IMMEDIATE RELEASE — Shipments of wearable devices in Central and Eastern Europe (CEE) grew a massive 215.9% year on year in Q2 2019, according to International Data Corporation (IDC).

IDC's [Worldwide Quarterly Wearable Device Tracker](#) reports that a total of 2.2 million wearable device units were shipped to the region in Q2 2019. This breaks the record set in Q4 2018, when 2.3 million units were shipped.

The remarkable total market growth is being driven by the rising popularity of smart wireless headphones and competitively priced wristbands. Wristbands accounted for 46.8% of shipments in Q2 2019, followed by earwear (27.9%) and watches (25.2%).

Ear-worn devices grew a whopping 239.2% year on year and 45.7% quarterly in Q2 2019. The earwear category includes wireless devices for listening to music or tracking health and fitness. It also includes smart assistants enabled by the touch of a button or hot-word detection.

Two-thirds of the CEE wearables market has been captured by five players: Samsung, Apple, Xiaomi, Huawei, and Honor. Apple is the clear leader in the earwear category, followed by Samsung and JBL.

Samsung jumped over Huawei in Q2 2019 to take second position in the CEE wristband market, behind first-place Xiaomi. Samsung recently introduced to the CEE market a new line of competitively priced wristband devices.

The CEE watch segment grew 129.9% year on year in Q2 2019. Two-thirds of the tracked watches are smart devices that can run third-party apps.

IDC expects the European wearables market to total 9.4 million shipped units in 2019, with wristbands holding more than 40% of the market.

“Smart wearable devices like watches and wristbands offer interesting use cases for the connected consumer, including the smart home owner,” says Jiri Tersel, senior research analyst for Systems and Infrastructure Solutions at IDC. “There is still room for vendors to educate different consumer segments about smart wearables and smart home synergy. Even some

experienced users don't know everything that's possible. When devices are properly deployed, users should almost forget that automation exists.”

About IDC Trackers

IDC Tracker products provide accurate and timely market size, vendor share, and forecasts for hundreds of technology markets from more than 100 countries across the globe. Using proprietary tools and research processes, IDC's trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly Excel deliverables and online query tools. To see more of IDC's worldwide wearables market data, go to <https://www.idc.com/promo/wearablevendor>.

For more information about IDC's Worldwide Quarterly Mobile Phone Tracker, please contact Kathy Nagamine at knagamine@idc.com.

About IDC

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