

## **Australia Smartwatch Market Size, Share, Growth Analysis Report and Forecast Trends 2025-2034**

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### **Report description:**

**Australia Smartwatch Market Trends**The Australia smartwatch market continually tracks essential health metrics such as heart rate, sleep quality, and blood oxygen levels, helping users maintain their overall well-being. These devices cater to fitness enthusiasts with advanced activity tracking for a variety of sports. With seamless integration into smartphones, users can receive notifications and calls directly on their wrists, offering unparalleled convenience. As technology evolves, smartwatches are becoming more efficient, with better connectivity and device integration that enhances the user experience, making daily tasks easier and more connected. In September 2023, Apple launched the Apple Watch Series 9 in Australia, featuring the new S9 chip for improved performance, advanced health tracking, and longer battery life. The Series 9 also includes innovative health features like a double-tap gesture for easier use and a brighter display. The growth of the Australia smartwatch market is driven by the high level of customisation available, allowing users to personalise watch faces, apps, and settings according to their preferences. This makes them attractive to a wide range of consumers. For older adults, safety features such as fall detection and emergency alerts are vital. The inclusion of outdoor-specific tools like GPS and altimeters appeals to Australia's active population, supporting sports and adventure enthusiasts. Furthermore, eco-conscious consumers are drawn to smartwatches made from sustainable materials and energy-efficient technologies. In August 2023, Samsung launched the Galaxy Watch 6 in Australia, offering a refined design, enhanced health features, and improved battery life. The new model features a larger AMOLED display, advanced sleep tracking, and body composition analysis, catering to fitness-focused and tech-savvy users seeking a robust smartwatch.

**Australia Smartwatch Market Growth**The demand of Australia smartwatch market is driven by their ability to blend fashion with functionality, appealing to style-conscious individuals with a wide variety of designs to match different tastes. Security features such as two-factor authentication and secure payment options also play a key role in attracting consumers. Integration with the Internet of Things (IoT) allows users to control smart home devices directly from their smartwatch, further enhancing its practicality. Some models offer remote health monitoring, supporting people with chronic conditions, while advanced sleep tracking helps users improve their sleep quality for better overall health. Garmin launched the Venu 3 in August 2023, aimed at fitness-focused Australians. It boasts a larger AMOLED display, advanced sleep and stress monitoring, and new health metrics like heart rate variability. The Venu 3 also offers longer battery life and enhanced GPS capabilities for outdoor activities. Several

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opportunities in the Australia smartwatch market have opened up due to the growth of e-commerce, which has played a key role in increasing the availability of smartwatches. This has enabled Australian consumers to access a wider range of brands and models online, providing greater choice and convenience. Competitive pricing has made these devices more accessible to a larger audience, expanding the market. With a variety of options, consumers can select a smartwatch that fits their personal preferences and budget. Additionally, smartwatches help reduce phone dependency by enabling users to manage notifications and calls directly from their wrist. Looking ahead, emerging technologies such as 5G, AI, and machine learning will continue to refine smartwatches, offering smarter and more intuitive features. Fitbit launched the Charge 6 in Australia in March 2024, featuring an updated design and enhanced fitness tracking capabilities. With improved heart rate sensors, GPS, and extended battery life, the Charge 6 is aimed at consumers seeking affordable, feature-rich wearables for health and wellness.

**Australia Smartwatch Market Insights-** Industry reports suggest that e-commerce user penetration in Australia is expected to reach 65.3% in 2024, with a further increase to 84.4% by 2029.- The Department of Health and Aged Care states that approximately 90% of Australian adults participate in sports on an annual basis.- Recent data from the World Bank reveals that Australia's internet penetration rate is at 96%, a key factor driving the growth of the smartwatch market.- The smartwatch market share in Western Australia is projected to grow significantly, with a forecasted CAGR of 16.2% from 2024 to 2032.- The Australian Capital Territory and Victoria are expected to grow at a CAGR of 16.6% and 14.4% respectively from 2024 to 2032.

**Industry News May 2024** Amazfit launched the GTR 4 in Australia. The smartwatch boasts a vibrant 1.43-inch AMOLED display, advanced sports tracking capabilities, and enhanced battery life. It also includes built-in GPS, health tracking metrics, and a full range of smart features for everyday use. November 2023 Polar introduced the Vantage V2 in Australia. This sports-oriented smartwatch is equipped with advanced metrics such as running power, training load, and recovery tracking. It also features a lightweight design, enhanced GPS accuracy, and a long-lasting battery, making it ideal for athletes and fitness enthusiasts.

**Australia Smartwatch Market Drivers** Health and Fitness Tracking The Australia smartwatch market has increasingly embraced health and fitness tracking, with consumers seeking advanced sensors to monitor heart rate, sleep quality, activity levels, and even blood oxygen levels. Modern wearables now include features such as ECG, stress tracking, and body temperature sensors. As Australians become more health-conscious, especially in the wake of the pandemic, smartwatches are being viewed not only as technology devices but as essential tools for managing wellness. Brands like Apple, Garmin, and Fitbit have tapped into this demand, offering specialised features aimed at fitness enthusiasts and individuals with chronic health conditions. In March 2024, Garmin launched the Forerunner 965 in Australia, an advanced sports watch with a high-resolution AMOLED display, upgraded heart rate sensors, and a range of fitness-tracking features. Designed for athletes, it focuses on performance metrics, such as VO2 max and recovery time.

**Integration with Ecosystems and Connectivity** A key trend of Australia smartwatch market is the integration with wider digital ecosystems, particularly with smartphones, home automation, and IoT devices. For example, Apple's ecosystem offers seamless integration with iPhones, Macs, and even smart home products like thermostats and lighting. Android users can enjoy similar connectivity through Google's Wear OS. As 5G technology continues to roll out, the demand for standalone smartwatches-those that operate independently of smartphones-is on the rise. This shift is expected to gain momentum, providing Australian consumers with greater convenience, enhanced connectivity, and more control from their wrists. In December 2023, Suunto launched the 9 Peak Pro in Australia, designed for outdoor enthusiasts and athletes. It boasts a durable design, precise GPS accuracy, and long battery life, alongside advanced health metrics like heart rate variability and sleep tracking, tailored to performance-focused users.

**Opportunities in the Australia Smartwatch Market** Fashion and Customisation The growing view of smartwatches as both functional tech gadgets and fashion accessories is shaping the Australia smartwatch market dynamics and trends. Many leading brands are focusing on aesthetics, offering a range of designs, straps, and customisable watch faces. This trend is particularly popular among younger, fashion-conscious consumers who seek a smartwatch that reflects their style while still providing advanced features. Software customisation further enhances this appeal, allowing users to personalise interfaces, widgets, and health metrics. As a result, brands like Fossil, Samsung, and Garmin are expanding their reach beyond just tech enthusiasts. In October 2023, Withings launched the ScanWatch 2 in Australia, combining classic watch design with modern health features. The ScanWatch 2 offers heart rate monitoring, ECG, blood oxygen measurement, and sleep tracking, targeting consumers interested in a hybrid smartwatch with medical-grade health insights.

**Market Restraints** The Australia smartwatch market faces several constraints. High prices of premium models like those from Apple and Samsung limit accessibility for price-sensitive consumers. Despite battery efficiency improvements, many smartwatches still offer only 1-2 days of use, which is a

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significant inconvenience. Privacy and security concerns over personal data collection also deter potential buyers. Compatibility issues across different platforms, such as Apple's ecosystem, further limit market reach. Wearability concerns hinder adoption, including comfort and skin irritation from prolonged use. Additionally, limited differentiation among brands makes it hard to stand out, while the cultural preference for traditional watches, especially among older consumers, slows growth in certain segments.

□Australia Smartwatch Market Report and Forecast 2025-2034□ offers a detailed analysis of the market based on the following segments:

- Market Breakup by Display Type- AMOLED- PMOLED- TFT LCD
- Market Breakup by Operating System- Watch OS- Wear OS- Others
- Market Breakup by Application- Personal Assistance- Medical- Sports- Others
- Market Breakup by Distribution Channel- Online- Offline
- Market Breakup by Region- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others

**Australia Smartwatch Market Share By Operating System**

Insights According to the Australia smartwatch market analysis, WatchOS, developed by Apple, dominates the market by offering seamless integration with iPhones. This provides Australian users with a smooth, intuitive experience. It features advanced health-tracking tools such as ECG, blood oxygen monitoring, and fall detection. The user-friendly interface, along with regular updates, ensures consistent performance and increased engagement. In August 2023, Samsung launched the Galaxy Watch 6 Classic in Australia, bringing back the popular rotating bezel. This model features a larger AMOLED display, enhanced sleep tracking, and improved battery life, catering to fitness enthusiasts and those seeking a premium yet classic design with modern features.

The growth of the Australia smartwatch market is further supported by Wear OS, powered by Google. This platform integrates seamlessly with Google's ecosystem, including Google Assistant, Google Maps, and Google Pay, offering Australian users greater compatibility with Android devices and access to a wide array of third-party apps. Known for its customisation options, fitness tracking, and smart features, Wear OS appeals to a diverse range of consumers. In March 2024, Garmin launched the Forerunner 965 in Australia, targeting athletes. The device offers a high-resolution AMOLED display, advanced fitness tracking metrics, and longer battery life, along with enhanced heart rate sensors, GPS functionality, and performance insights, making it an excellent choice for sports enthusiasts.

**By Application Analysis**

According to the Australia smartwatch market report, medical smartwatches dominate the market, offering advanced health-tracking features such as ECG, heart rate monitoring, blood oxygen levels, and sleep tracking. The segment is expected to grow at a CAGR of 15.7% from 2024 to 2032. These devices help users monitor chronic conditions, detect early health issues, and promote overall well-being. They provide actionable health insights, enhancing preventive care and health management. In August 2023, Samsung launched the Galaxy Watch 6 in Australia, equipped with advanced health monitoring features like body composition analysis, ECG, blood oxygen tracking, and sleep monitoring. These features enable users to better manage and track their health, making the device ideal for health-conscious individuals.

The demand for the Australia smartwatch market is also rising in the sports sector. These devices offer advanced tracking for various activities such as running, cycling, and swimming. Features like GPS, heart rate monitoring, VO2 max, and recovery tracking help optimise training. These smartwatches are designed to support athletes by providing detailed performance data, aiding in fitness and performance improvement. In November 2023, Polar launched the Vantage V2 in Australia. This sports-focused smartwatch includes advanced metrics like running power, training load, and recovery tracking. With improved GPS accuracy and long battery life, it is aimed at athletes seeking to optimise both performance and recovery.

**By Distribution Channel Insights**

The Australia smartwatch market is thriving, with online sales offering consumers the convenience of shopping from home and access to a wide range of smartwatch brands and models. The segment is expected to grow at a CAGR of 19.3% from 2024 to 2032. E-commerce platforms often feature competitive prices, customer reviews, and direct access to the latest releases. Additionally, online shopping provides fast delivery, enhancing the overall purchasing experience. According to the Department of Health and Aged Care, sports contribute significantly to the economy, generating USD 32 billion annually and employing 128,000 people. Offline retail stores also play a crucial role in the Australia smartwatch market growth, offering customers the chance to physically examine smartwatches before making a purchase. Shoppers can try on different designs, assess build quality, and receive personalised advice from sales staff. This in-store experience is particularly beneficial for those who want reassurance on the device's functionality and fit, boosting overall purchasing confidence. The Department of Health and Aged Care reports that approximately 90% of Australian adults engage in sports each year, further driving the demand for smartwatches.

**Australia Smartwatch Market Regional Insights**

**New South Wales Smartwatch Market Overview**

According to the Australia smartwatch industry analysis, the market in New South Wales thrives due to a large, tech-savvy population, driving significant demand for smartwatches focused on health, fitness, and lifestyle. The region's high disposable income and urbanisation are key drivers of market growth. According to the NSW

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Department of Planning and Environment, approximately 65% of NSW adults engage in sports or physical activities each year (2023). This active participation plays a crucial role in boosting smartwatch sales. Queensland Smartwatch Market Trends The Queensland smartwatch market is expanding, driven by an active outdoor lifestyle and a strong demand for fitness trackers and durable smartwatches. Consumers in the region prioritise durability and advanced health features. According to Sport Queensland (2023), over 70% of Queensland adults take part in sports or physical activities annually. This widespread engagement supports the growth of the sports smartwatch market. Western Australia Smartwatch Market Dynamics In Western Australia, the smartwatch market is gaining momentum due to increasing interest in fitness tracking and outdoor activities. Smartwatches with GPS, heart rate monitoring, and robust designs are particularly popular. Healthway WA (2023) reports that around 60% of adults in Western Australia participate in sports or physical activities each year, contributing to higher demand for fitness-focused smartwatches.

**Competitive Landscape** The Australia smartwatch market key players are prominent within the electronics, semiconductor, and display industries. These companies offer a broad range of products, from smartphones, tablets, and smartwatches to televisions, home appliances, and semiconductors. Known for their innovation in mobile technology, they also dominate the semiconductor market, providing crucial components for consumer electronics globally. Their dedication to advanced research and development ensures they remain at the forefront of technological progress, solidifying their position as some of the most valuable and influential brands worldwide.

**Key Industry Players**

- Apple Inc.:** Founded in 1976 and headquartered in Cupertino, California, Apple Inc. is a worldwide leader in consumer electronics, software, and services. Known for its flagship products like the iPhone, iPad, and Apple Watch, Apple has transformed digital ecosystems and set new benchmarks for design, innovation, and user experience.
- Samsung Electronics Co., Ltd.:** Founded in 1969 and based in Suwon, South Korea, Samsung Electronics is a global leader in the electronics and semiconductor industries. The company manufactures a diverse range of products, including smartphones, televisions, home appliances, and semiconductors, and is celebrated for its advanced technology and ongoing innovation.
- Garmin Ltd.:** Established in 1989 in Olathe, Kansas, Garmin is widely recognised for its GPS navigation and wearable technology. Originally focusing on aviation and automotive products, Garmin has expanded into the fitness and outdoor markets, offering smartwatches and trackers with sophisticated health and performance tracking capabilities.
- Fitbit Inc.:** Founded in 2007 and based in San Francisco, Fitbit specialises in wearable health technology, including fitness trackers and smartwatches. Acquired by Google in 2021, Fitbit continues to be a leading brand for health-focused consumers, offering devices that monitor activity, sleep, heart rate, and other vital health metrics.

Other key players in the Australia smartwatch market report are Fossil Group, Inc., Xiaomi Corporation, Huawei Device Co., Ltd., LG Electronics Inc., Zepp Health Corporation, Ltd., and Alphabet Inc., among others.

**Recent Developments**

- June 2024 Karmic:** a well-known Australian technology firm, launched its "K-360" smartwatch in June 2024. The device offers health tracking, 4G connectivity, and a customizable interface. With this launch, Karmic aims to capture market share from established brands while appealing to price-conscious consumers who desire premium features.
- January 2024 Australian tech startup Xolair** revealed its inaugural smartwatch, the "X1," in January 2024. The smartwatch features advanced health tracking, an ECG monitor, and extended battery life. Targeted at fitness enthusiasts, it provides a more affordable alternative to premium models from brands like Apple and Samsung.

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