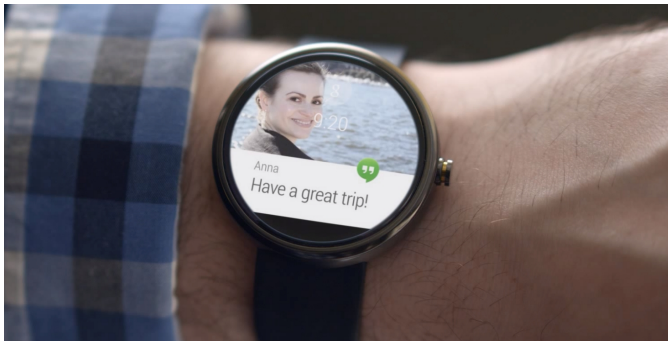


Canalys: Android Wear Devices Reach 720000

Written by Marco Attard
12 February 2015

According to Canalys Android Wear devices make 720000 out of overall 2014 smart wearable shipments reaching 4.6 million, with Motorola as "clear leader" despite constrained Moto 360 supplies.



Other Android Wear contenders include LG (whose G Watch R performed "significantly better" than the previous G Watch), Asus and Sony.

In non-Android wearables, the Pebble sees success since its 2013 launch, with shipments reaching 1m units thanks to continual software updates, a healthy app store and price cuts driving strong H2 2014 sales.

The analyst says Samsung leads the market, as it launched 6 devices in all of 14 months-- but it also warns the S. Korean company needs to "work hard" to keep customers engaged and attract developers to its Tizen platform.

As for other vendors, China's Xiaomi ships over 1m units of its basic wearable, the Mi Band. "Xiaomi entered the wearables market with a unique strategy, and its shipment volumes show how quickly a company can become a major force in a segment based solely on the size of the Chinese market," Canalys says.

Of course, 2015 is clearly the year of the Apple Watch, a device the analyst predicts will "dramatically" grow the smart band and overall wearable markets.

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"Apple made the right decisions with its WatchKit software development kit to maximize battery life for the platform, and the Apple Watch will offer leading energy efficiency," Canalys remarks. "Android Wear will need to improve significantly in the future, and we believe it will do so."

Go [Over 720000 Android Wear Devices Shipped in 2014](#)