



Decline in Global Smartwatch Sales: First Drop Ever

Description

Global sales of smartwatches took a hit for the first time last year, with figures showing a decrease in shipments, mainly due to a drop in demand for Apple watches. Market research firm Counterpoint reported a 7% decline in smartwatch shipments in 2024 compared to the previous year, with Apple's shipments dropping by 19%. This decrease was attributed to the lack of new features in Apple's latest devices and the absence of a rumored high-end model.

In addition, Apple faced challenges in the US due to sales and import bans linked to a disputed patent on blood oxygen level monitoring. Despite these setbacks, Chinese smartwatch brands like Xiaomi, Huawei, and Imoo saw a surge in sales in 2024, particularly in China, where smartwatch sales surpassed India and North America for the first time.

Children's smartwatches also gained popularity, with Imoo, known as "Little Genius" in China, specializing in this segment and experiencing a 22% increase in shipments. Xiaomi, on the other hand, saw a whopping 135% rise in shipments, thanks to its affordable Smart Band activity trackers.

Overall, the smartwatch market is expected to see a slight recovery in 2025, driven by the adoption of AI features and an increased focus on health data. The industry is evolving, with new trends and players shaping the market's landscape.

Vocabulary List:

1. **Shipments** /'ʃɪp.mənts/ (noun): The act of sending goods to a destination or the goods sent.
2. **Decline** /dɪ'klaɪn/ (verb): To become smaller fewer or less; to diminish.
3. **Demand** /dɪ'mænd/ (noun): The desire for a product or service coupled with the ability to pay for it.
4. **Absence** /'æb.səns/ (noun): The state of being away or not present.
5. **Surge** /sɜːrdʒ/ (noun): A sudden powerful forward or upward movement.
6. **Adoption** /ə'dɒ:p.jən/ (noun): The action of taking up or starting to use something new.

Comprehension Questions

Multiple Choice



1. What was the main reason for the decrease in global smartwatch shipments in 2024?

- Option: Lack of new features in Apple watches
- Option: Rising popularity of Xiaomi smartwatches
- Option: Introduction of a high-end Apple model
- Option: Increase in demand for health data monitoring

2. Which smartwatch brand saw a decrease in shipments by 19% in 2024?

- Option: Huawei
- Option: Xiaomi
- Option: Apple
- Option: Imoo

3. In which country did smartwatch sales surpass India and North America in 2024?

- Option: China
- Option: Japan
- Option: South Korea
- Option: Germany

4. What was Imoo known as in the context of children's smartwatches?

- Option: Smart Master
- Option: Gadget Guru
- Option: Little Genius
- Option: Mini Innovator

5. Which smartwatch brand saw a 135% rise in shipments in 2024?

- Option: Huawei
- Option: Xiaomi
- Option: Apple
- Option: Imoo

6. What is expected to drive the slight recovery of the smartwatch market in 2025?

- Option: Decreased focus on health data
- Option: Introduction of new high-end models
- Option: Adoption of AI features
- Option: Rising demand for Apple watches

True-False



7. Chinese smartwatch brands like Xiaomi, Huawei, and Imoo saw a surge in sales in 2024.
8. Apple faced challenges in the US due to a disputed patent on heart rate monitoring.
9. The smartwatch market is not expected to see any recovery in 2025.
10. Imoo specializes in children's smartwatches and experienced a decrease in shipments in 2024.
11. Xiaomi saw a remarkable increase of 180% in smartwatch shipments in 2024.
12. New trends and players are not influencing the evolution of the smartwatch market.

Gap-Fill

13. Apple's shipments dropped by _____ % in 2024.
14. Imoo saw a _____ % increase in shipments, specializing in children's smartwatches.
16. Xiaomi experienced a _____ % rise in shipments, attributed to its affordable Smart Band activity trackers.
17. The smartwatch market is expected to see a slight recovery in _____, driven by AI features.
18. Counterpoint reported a _____ % decline in smartwatch shipments in 2024.

Answer

Multiple Choice: 1. Lack of new features in Apple watches 2. Apple 3. China 4. Little Genius 5. Xiaomi 6. Adoption of AI features

True-False: 7. True 8. False 9. False 10. False 11. False 12. False

Gap-Fill: 13. 19 14. 22 16. 135 17. 2025 18. 7

Vocabulary quizzes



Multiple Choice (Select the Correct answer for each question.)

1. What is a resolution of a dispute called?

- Option: Settlement
- Option: Compensation
- Option: Demand
- Option: Protest

2. Which term refers to things derived from living matter?

- Option: Innovation
- Option: Organic
- Option: Extraterrestrial
- Option: Compounds

3. What is the term for legally taking another individual's child and raising as one's own?

- Option: Adoption
- Option: Innovation
- Option: Funding
- Option: Awareness

4. What term means a reduction in quality or value?

- Option: Decline
- Option: Absence
- Option: Surge
- Option: Adoption

5. What is the desire for a certain product or service called?

- Option: Compensation
- Option: Funding
- Option: Demand
- Option: Equity

6. What is the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions called?

- Option: Research
- Option: Equity
- Option: Awareness
- Option: Settlement

7. What is the quality of being fair and impartial called?

- Option: Innovation
- Option: Awareness



Option: Equity
Option: Regulatory

8. What term is used to describe a sudden powerful forward or upward movement?

Option: Adoption
Option: Surge
Option: Protest
Option: Compensation

9. What is something typically money awarded to someone in recognition of loss suffering or injury called?

Option: Compensation
Option: Regulatory
Option: Equities
Option: Influential

10. What is a statement or action expressing disapproval of or objection to something called?

Option: Innovation
Option: Protest
Option: Shipments
Option: Diversity

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ agencies oversee and monitor the compliance of businesses with laws and regulations.

12. Increased _____ about climate change has led to more sustainable practices.

13. The new technology promises _____ fast data transfer speeds.

14. The company saw a sharp increase in product _____ following the holiday season.

15. The lack of _____ delayed the start of the research project.

16. _____ drives progress and development in various fields.

17. The company aims to achieve _____ in its employment practices.

18. Scientists are studying the possibility of life on _____ planets.



19. Increasing _____ in the workplace is essential for creativity and growth.

20. The new policy has wide-ranging _____ for the industry.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The suspect reportedly committed the crime but nothing has been proven yet.
22. The misinformation was continuously spread causing confusion among the public.
23. Chemical substances formed by the union of two or more elements are known as these.
24. The speaker was a highly regarded and powerful figure who could sway opinions.
25. The steps involved in making a product or achieving a result are referred to as these.
26. Educational campaigns aim to increase knowledge and understanding about certain issues.
27. Taking on the legal responsibilities of a child and treating them as one's own is called this.
28. The citizens gathered in front of the government building to express their dissatisfaction with the new policy.
29. Having a variety of different backgrounds and perspectives within a group is essential for innovation.
30. Ensuring fairness and impartiality in the distribution of resources is a key aspect of this concept.

Answer

Multiple Choice: 1. Settlement 2. Organic 3. Adoption 4. Decline 5. Demand 6. Research 7. Equity 8. Surge 9. Compensation 10. Protest

Gap-Fill: 11. Regulatory 12. Awareness 13. Microlightning 14. Shipments 15. Funding 16. Innovation 17. Equities 18. Extraterrestrial 19. Diversity 20. Implications

Matching sentence: 1. Alleged 2. Perpetuated 3. Compounds 4. Influential 5. Processes 6. Awareness 7. Adoption 8. Protest 9. Diversity 10. Equity

CATEGORY

1. Sci/Tech - LEVEL3

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Author



aimeeyoung99

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