



Smartwatch Sales Worldwide Decline

Description

The sales of smartwatches around the world went down for the first time. This was mainly because fewer people bought Apple watches. A research firm called Counterpoint reported that 7% fewer smartwatches were sold in 2024 compared to the year before. Apple's sales dropped by 19% during that time because their new watches didn't have many new features and a rumored fancy model didn't come out.

In the United States, Apple had some trouble with sales and imports because of a dispute over a special feature in their watches. Because of this, their market share went down from 25% to 22%.

However, smartwatches made in China, like Xiaomi and Huawei, did really well in sales last year. More people in China bought smartwatches, especially for their kids. Kids' smartwatches are becoming more popular because parents want to keep track of their children. Xiaomi's affordable smart bands were a big hit compared to more expensive brands like Apple and Samsung.

Even though overall smartwatch sales went down, Counterpoint expects a small increase in sales in 2025 because of new AI features and better health data capabilities.

Vocabulary List:

1. **Sales** /seɪlz/ (noun): The exchange of goods or services for money.
2. **Market Share** /'mɑ:rkɪt ʃɛr/ (noun): The portion of a market controlled by a particular company or product.
3. **Dispute** /dɪ'spju:t/ (noun): A disagreement or argument.
4. **Affordable** /ə'fɔ:rdəbl/ (adjective): Reasonably priced; not too expensive.
5. **Capabilities** /,keɪ.pə'bɪl.ɪ.tiz/ (noun): The ability or power to do something.
6. **Expect** /ɪk'spekt/ (verb): To regard something as likely to happen.

Vocabulary quizzes

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

1. What is the unfair treatment of a person or group based on certain characteristics known as?



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- Option: Opportunities
Option: Discrimination
Option: Inequalities
Option: Capabilities
2. Which term refers to the percentage of total sales in a market that a company has?
Option: Market Share
Option: Sales
Option: Funding
Option: Affordable
3. What is a useful or valuable quality skill or person known as in business terms?
Option: Asset
Option: Seized
Option: Stockpile
Option: Critics
4. Which digital or virtual form of currency uses cryptography for security?
Option: Importance
Option: Cryptocurrency
Option: Concern
Option: Temperatures
5. What term means to give something typically money or efforts to help a situation or achieve a goal?
Option: Expect
Option: Protested
Option: Contribute
Option: Oppose
6. What term refers to the degree or scale to which something happens or is the case?
Option: Declining
Option: Extent
Option: Ecosystems
Option: Importance
7. What is the act of ending a dispute or disagreement by mutual agreement?
Option: Allegations
Option: Settlement
Option: Dispute
Option: Funding
8. What term refers to something that is easy to perceive or understand?
Option: Protest
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- Option: Transparent
- Option: Stockpile
- Option: Seized

9. What term indicates the significance or value of something?

- Option: Oppose
- Option: Expect
- Option: Importance
- Option: Concern

10. What term expresses a worry or regard for something important?

- Option: Concern
- Option: Asset
- Option: Critics
- Option: Capabilities

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

11. _____ in opportunities can lead to societal disparities.
12. The group decided to _____ the new policy due to its negative impact.
13. We _____ better sales results following the marketing campaign.
14. The students organized _____ to protest against the tuition fee hike.
15. Due to the funding shortage the project was _____ put on hold.
16. Authorities _____ the illegal goods during the raid.
17. Her leadership _____ were evident in the successful project completion.
18. The citizens _____ against the construction of the new factory in the residential area.
19. The NGO was able to continue its operations due to the generous _____ received.
20. The team proved they were _____ of handling multiple projects simultaneously.

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

21. The company's revenue is directly linked to its performance in selling products and services.



22. The legal team worked tirelessly to resolve the between the two parties.
23. The new housing development aimed to provide options for low-income families.
24. The journalist made serious against the government official regarding corruption.
25. There is a growing about the impact of climate change on the environment.
26. The company faced challenges due to the demand for their products.
27. Conservation efforts are crucial to protect the delicate balance of in the region.
28. Citizens gathered to against the government's decision to increase taxes.
29. The country decided to essential supplies in preparation for the upcoming storm.
30. The film received mixed reviews from with some praising the acting and others criticizing the plot.

Answer

Multiple Choice: 1. Discrimination 2. Market Share 3. Asset 4. Cryptocurrency 5. Contribute 6. Extent 7. Settlement 8. Transparent 9. Importance 10. Concern

Gap-Fill: 11. Inequalities 12. Oppose 13. Expect 14. Demonstrations 15. temporarily 16. Seized 17. Capabilities 18. Protested 19. Funding 20. capable

Matching sentence: 1. Sales 2. Dispute 3. Affordable 4. Allegations 5. Concern 6. Declining 7. Ecosystems 8. Protest 9. Stockpile 10. Critics

CATEGORY

1. Sci/Tech - LEVEL2

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Author

aimeeyoung99