

In the second quarter of 2025, Huawei became the leader of the world's smart watch market, first overtaking Apple. This was reported by the analytical company Counterpoint.

Sales of Huawei grew by 52% compared to last year-this is the best result among the top 10 brands. The share of the company's deliveries reached 21%. Success is explained by high demand in China, the expansion in Europe and Asia.

Apple took second place with 17% of the market, showing a fall by 3%. At the same time, the company remains the strongest player in the segment of the "advanced" watch.

Xiaomi was in third place with an increase in supplies by 38% per year. IMOO brand children's watches are also popular, but Samsung closed the five leaders, reducing 3% sales.