

The Russian smart watch market showed a noticeable growth in the summer of 2025. According to the MTS analysis, sales of health and sports monitoring devices in June-July increased by a third compared to April-May. In monetary terms, growth was about 30%.

In total, for the summer months, the Russians bought 908 thousand smart hours totaling about 7 billion rubles. The share of smart watches in the wearable electronics segment remains high – about 80% of all devices sold in the category. Experts note that an increase in sales in the summer is associated with increased interest in outdoor activities and sports activities, as well as seasonal sales in stores.

Buyers are increasingly choosing models with extended sports modes built-in GPS and long work time without recharging. Such devices are in demand not only during training, but also for everyday use in the city or travel.

An analysis of statistics shows that in June 2025, 483 thousand smart hours were sold in the amount of 3.8 million rubles, and in July-425 thousand devices per 3.2 million rubles. For comparison, in the spring of 2025, sales were held at about 346 thousand pieces per month with an income of about 2.6-2.8 million rubles.

The largest sales in the category falls on little-known brands – they occupy about 42% of the market. Among famous manufacturers, Huawei leads with 16% and Xiaomi with 12% of the share. The average price for smart hours has decreased by 7% compared to last year and is now about 7.5 thousand rubles.

The top 3 popular models in the summer included Xiaomi Redmi Watch 5 Active, Huawei Watch Fit 3 and Xiaomi Redmi Watch 5 Lite.