

Can Samsung and Google's smartwatch collab challenge Apple's dominance?

Article

The news: Samsung [announced](#) it will “unveil its vision for the future” of its Galaxy smartwatches at the **Mobile World Congress (MWC)** in Barcelona on June 28. The MWC event

is [expected](#) to include a preview of the new **Wear** smartwatch [platform](#) that [integrates](#) Google's Wear OS with Samsung's Tizen OS.

More on this: Google is [mobilizing](#) the consolidation of Wear OS, Fitbit, and Tizen under its new Wear platform. Google and Samsung will codevelop software to run on hardware created by Samsung and possibly other OEMs, while **Fitbit** will contribute its fitness and health tracking services. This is an unprecedented alliance between former rivals in the wearables space to take on the **Apple Watch** and its apps and services ecosystems.

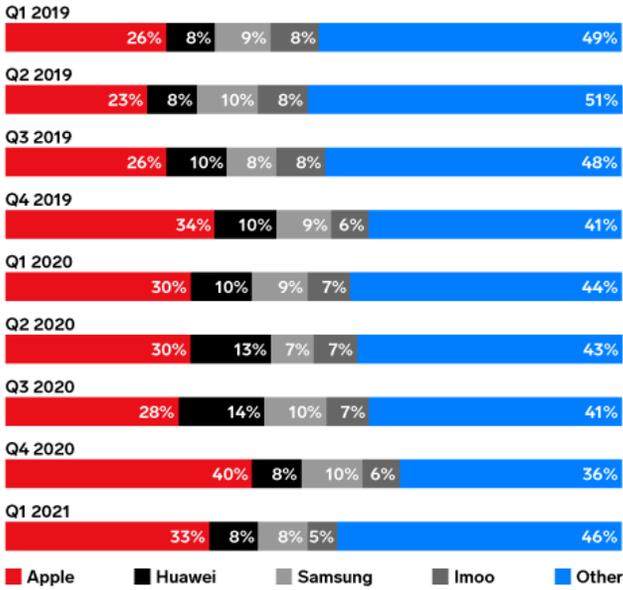
For context, Wear OS's market share has been gradually [whittled down](#) into irrelevance. Samsung's own Tizen OS-powered smartwatch releases have [seen some success](#), despite Tizen's lack of an [app ecosystem](#) and its struggle for wider adoption beyond Samsung loyalists.

What's next? The consolidated smartwatch platform has the opportunity to **fill a void** in the wearables space. The Apple Watch is [way ahead](#) of competitors in [market share](#), [user adoption](#), and key innovations including [health tracking](#) and [fitness](#) features. Apple Watch's biggest limitation is its [exclusivity](#) to iPhone users.

The new Wear-powered Galaxy watches need to be compelling to a wide range of users. Samsung and Google can **define** their smartwatch platform and set it up for success. But, it has to be a fully realized and cohesive offering that's ready to hit the market now. A slow rollout, poor sales, or lukewarm consumer reception could be the fatal blow to Android's sisyphian attempt to replicate its smartphone success in wearables.

Smartwatch Shipment Share Worldwide, by Brand, Q1 2019-Q1 2021

% of total



Source: Counterpoint Technology Market Research, "Global Smartwatch Shipments by Model Quarterly Tracker," May 25, 2021

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