

# Amazfit and Zepp ranked Top 4 in global smartwatch shipment in 2021 Q1

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ZEPP Health, with self-owned brands Zepp and Amazfit, distributed by Video Home and Electronic Center in Qatar, is ranked among the top four brands in terms of global adult smartwatch shipments in the first quarter of 2021, according to data from the International Data Corporation (IDC).

During the period, Zepp Health sold over 1.65 million Zepp and Amazfit smartwatches, indicating a 68.8 percent year-on-year increase in global unit sales — the highest among the top adult smartwatch brands.

C V Rappai, Director and CEO of Video Home and Electronic Center, said, “Though the world’s consumer electronics sector has continued to face tough market circumstances, Zepp and Amazfit have been resilient in business and is one of the world’s fastest growing smartwatch brand distributed by Video Home and Electronic Center in Qatar.”

Zepp Health is ranked No.1 in Brazil (40.9%), Russia (28.9%) and Spain (23.5%) in terms of shipments for adult smartwatches. It is ranked No. 2 in Italy, No. 3 in Poland and No. 4 in Germany, India,

Indonesia and Thailand for shipments of adult wearables. In addition, it was ranked No. 6 in Mexico, the United States, France, and the United Kingdom.

Their popular Amazfit Fashion and Lifestyle wearables such as the Amazfit GTR 2 series and the GTS 2 series of smartwatches and the Outdoor Sports series including the Amazfit T-Rex have been the sales impetus.

The Amazfit brand has also enhanced its reputation by extending its global adventurous outdoor sport sponsorship portfolio. Celebrating the Amazfit T-Rex Pro release in March 2021, the brand sponsored three challenging competitions that symbolize the watch’s spirit: Explore Your Instinct. It inked a deal with Spartan, the world’s top endurance sports and wellness brand, earlier this year. Amazfit will be participating at a number of Spartan events across the world this season. It has also supported the ESOK Rally in Eski ehir, Turkey, as well as the All-Russian Zavidovo SUP Challenge, which is recognized as one of the top five SUP competitions worldwide.

Amazfit is available in Qatar across Jumbo Electronics stores, jumbosouq.com & leading hyper markets.

