

APPLE'S SUCCESSFUL ENTRY INTO THE ACCESSORIES MARKET: WATCHBANDS



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Maybe the [Apple Watch](#) hasn't gotten the raves of other Apple products, but it hasn't been doing so badly.

As tech analyst [Neil Cybart points out in his column this morning](#), Apple sold 10 million watches during its first eight months on the market, which makes it the second-bestselling product in Apple's history.

And also accounts for a lot of watchbands.

"People love changing the bands," Apple CEO Tim Cook said late last month during the launch of yet more watchbands—this time a collection of woven nylon with a military feel.

Based on sales, Cook estimated that about one-third of the Apple Watch's wearers regularly switch up watchbands.

Which would mean about 3 million people spending about \$150 on Apple fashion accessories.

Meanwhile, the storied house of [Hermès](#), which successfully partnered with Apple to release its own version of the watch, recently extended the styles and colors of the bands it offers.

But don't expect Apple to stay in the low-tech end of the accessories business for too long.

Next up: the anticipated launch of Apple's "[Smart Bands](#)."