

Apple Watch Sales Over the Years: How Many Have Been Sold Since 2015

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I still remember the first time I saw one.

It was 2015, and there it was on someone's wrist, an Apple Watch. Not a traditional timepiece. No ticking hands or sapphire crystal. No mechanical heart beating beneath the surface. And yet, something about it was compelling. Apple hadn't just made a watch. They'd redefined what one could be.

As someone who has spent most of his adult life obsessing over materials, design, and the quiet art of details, I wasn't immediately sure what to make of it. But nearly a decade later, the numbers speak for themselves.

The Apple Watch has gone from a newcomer to an undeniable staple. Whether worn for health tracking, convenience, or style, it's become one of the most recognizable silhouettes on wrists around the world.

Below is a look back at how many Apple Watches have been sold since that first release, and what that might mean for the future of both tech and timekeeping.



A Year-by-Year Look at Apple Watch Sales (2015–2023)

Since its debut in 2015, the Apple Watch has seen steady growth, until a noticeable dip in 2023. Below is a breakdown of estimated global unit sales based on industry research:

- 2015 – 8.5 million units sold
- 2016 – 11.6 million units sold
- 2017 – 17.7 million units sold
- 2018 – 22.5 million units sold

- 2019 – 28.4 million units sold
- 2020 – 31.1 million units sold
- 2021 – 39.4 million units sold
- 2022 – 53.9 million units sold (peak year)
- 2023 – 38 million units sold (a decline of nearly 16 million units)

Source: Estimates aggregated by [Statista](#), based on IDC, Counterpoint, and industry analyst data.

If you've ever wondered whether people still wear watches, let the above quiet your doubts. The Apple Watch isn't just popular. It's historic.

Still, 2023 marked the first real contraction in Apple Watch sales since its release. Why?

I wouldn't dare pretend to know the exact answer, but I have a theory.

By 2022, most people who wanted an Apple Watch already had one. The design had matured. The product had stabilized. And the differences between models became more subtle. The need to upgrade felt less urgent. Combine that with economic headwinds and perhaps a collective slowing of impulse, and you begin to see why sales might have taken a breath.

But I wouldn't call it a downturn. If anything, it's a testament to how well these devices are made. People are still wearing the ones they bought years ago. They still work. They still look good.

That's something I admire.





Apple's Hold on the Global Smartwatch Market

Not only has Apple sold tens of millions of watches, they've also claimed a majority stake in the global market.

As of the most recent data:

- Apple holds over 50% of the global smartwatch market share.

(Source:[Business of Apps](#))

That means more than half of all smartwatches worn worldwide are made by Apple. No other brand even comes close.

To put it plainly: if someone's wearing a smartwatch, there's a good chance it's an Apple Watch.



A Reflection on the Numbers

To see these numbers is to witness a shift. Not just in technology, but in culture. In how we relate to time, to fashion, to function.

The Apple Watch began as a gadget. Today, it's a wardrobe staple. A fitness companion. A daily essential. It's worn by students, executives, designers, and athletes alike. It appears in wedding photos and boardrooms, on morning runs and evening flights.

As someone who has always been drawn to the beauty of traditional timepieces, I find this evolution fascinating. Because while the mechanics may be digital, the intention is deeply human: to wear something that feels right. That looks like it belongs.

That's why we created Longvadon.



Designing for the Most Popular Watch in the World

When we began designing leather straps for Apple Watches, we didn't approach it like a tech accessory. We approached it like a watchmaker would. Focused on materials, stitching, texture, finish, feel.

There was never a question of cutting corners. We chose full-grain leather, tanned in Tuscany. We adopted the saddle-stitching technique, used by artisans for generations.

Because we believe that even in a world of mass production, something handcrafted still matters.

If millions of people are going to wear this device every day, then it deserves attention. Character. Care.

The Apple Watch may be born of innovation, but we believe its soul deserves tradition.



Looking Ahead

What comes next for the Apple Watch? No one can say for sure. Maybe we'll see another sales spike with the next major redesign. Or perhaps the numbers will level off as the market matures.

But what's clear is this: the Apple Watch is no longer just a piece of tech. It's become part of our style language. It sits beside luxury bags, tailored jackets, and polished shoes. It appears in fashion editorials just as often as fitness blogs.

It's here to stay.

And as long as it's on your wrist, we'll keep doing our part to make sure it looks and feels as refined as it should.

Warmly,