

# Apple Watch SE

## Group D

**Link:** <https://www.apple.com/apple-watch-se/>

### **Description:**

The 1st generation Apple Watch SE was announced in September 2020, marking the first entry of an additional model alongside the main *series* models.

The Apple Watch SE, much like the iPhone SE that came before it, aimed to capture a more price conscious audience, bringing a mix of features from previous models alongside features of current, more expensive models.

The need to capture this market segment was caused by fierce competition in the value segment of the market between manufacturers such as, but not limited to, Fitbit, Samsung and Amazfit that were gaining market share in the wearable tech space.

With the Apple Watch SE, Apple intends have a broader presence in the market by providing a product that is more integrated into its ecosystem and offers a seamless experience between user's devices, while also exploiting its status value, which makes the product more desirable by it's intended audience