

University of Wales Trinity Saint David

Module: Marketing Management

Assessment Title: Poster presentation

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Brand Extension: Apple Health+

- Apple Inc. is a global leader in innovation, design and integration of digital + physical products (Ciahaan, 2023)
- Growth opportunity: expanding into wearables and digital health markets
- Rising demand for personalised, proactive healthcare solutions (ageing population + higher healthcare costs)
- Apple Watch + iPhone data enables early health insights and remote care (Davis et al., 2022)



(Source: Companies-explained.com. 2025)



Apple Health+ :A Sustainable Digital Health Extension

- .Global leader in digital–physical integration (Siahaan, 2023)
- .Growth in wearables & digital health
- .Demand for personalized, preventive healthcare
- .Apple Watch + iPhone enable early health insights (Davis et al., 2022)
- .Sustainability focus: recycled materials, energy-efficient design
- .Remote monitoring reduces environmental footprint
- .Apple Health+ strengthens brand loyalty & service revenue
- .Positions Apple as a leader in sustainable digital health (Apple UK, n.d.)



References

- Companies-explained.com. 2025. Apple Inc. - Company Overview | Companies Explained. [online] Available at: <https://companies-explained.com/companies/apple.html>. [Accessed Date: 9th Feb, 2026]
- Davis, M., Kirwan, M., Maclay, W. and Pappas, H. eds., 2022. Closing the care gap with wearable devices: Innovating healthcare with wearable patient monitoring. CRC Press.
- Siahaan, M., 2023. Analysis and Evaluation of the Business Innovation Strategy: A Case Study of Apple Inc. Enigma in Economics, 1(2), pp.42-48.