



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Manpreet Singh Mehra

Student ID: 2522997

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Taonga Kaonga Sobere Snithers

Poster – Marketing Strategy Pitch

Term 1

Apple Smart Health Ring: Expanding the Apple Health Ecosystem

INTRODUCTION

Apple Inc. is among the most successful technological companies in the world, where it achieved approximately 416 billion in revenue in 2025 and runs a strong ecosystem with iPhone, Apple Watch and iPad (Statista, 2024).

BRAND EXTENSION CONCEPT

The suggested product, Apple Smart Health Ring, is a small wearable that will expand the digital health ecosystem of Apple. The device would track heart rate, sleep cycles and exercise and be linked with Apple Health and other Apple gadgets so users can easily keep track of personal wellbeing through the Apple ecosystem.

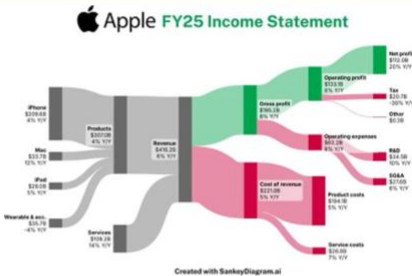
Year	Revenue Generated By The Smartwatch Market
2028*	\$62.46 billion
2027*	\$62.46 billion
2026*	\$55.16 billion
2025*	\$51.58 billion
2024	\$47.94 billion
2023	\$44.15 billion
2022	\$40.19 billion
2021	\$38.03 billion
2020	\$32.04 billion
2019	\$23.74 billion

VALUE PROPOSITION

The Apple Smart Health Ring will be a strategic brand expansion, which integrates innovation, sustainable and the increasing consumer appetite of personalised health technology into the expanding Apple ecosystem.

REFERENCES

- Apple (2025). Environmental progress report. [online] Available at: https://www.apple.com/environment/pdf/Apple_Environmental_Progress_Report_2025.pdf.
- Ruby, D. (2022). Smartwatch Statistics 2023: How Many People Use Smartwatches? [online] Demand Sage. Available at: <https://www.demandsage.com/smartwatch-statistics/> [Accessed 6 Mar. 2026].
- Statista (2024). Global Revenue of Apple from 2004 to 2024. [online] Statista. Available at: <https://www.statista.com/statistics/265125/total-net-sales-of-apple-since-2004/> [Accessed 6 Mar. 2026].

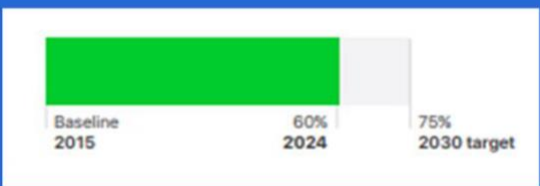


MARKET APPEAL AND EMERGING TRENDS

The wearable health technology market is growing at a very high rate with the consumers being keen on digital health monitoring. The smartwatch and wearable market has a high potential to reach a market worth over 55 billion by 2026 as Apple Watch dominates the smartwatch market and has sold millions of products (Ruby, 2022).

SUSTAINABILITY ALIGNMENT

The key feature of this extension is sustainability. Since 2015, Apple has already cut down global greenhouse-gas emissions by more than 60 percent and hopes to be fully carbon-neutral in its products and supply chain by 2030 (Apple, 2025).



CONCLUSION

The poster therefore highlighted Apple's brand extension with the launch of a suggested product, Apple Smart Health Ring- a small wearable that is expected to expand the digital ecosystem of Apple.