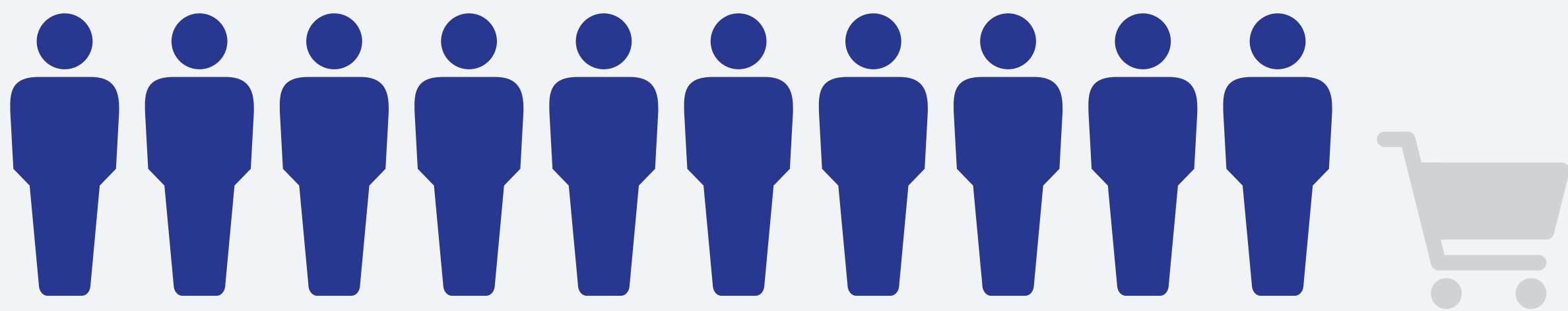


Brand Loyalty through Ecosystems

Top 3 smartphone buyers online also tend to choose wearables from the same brand.

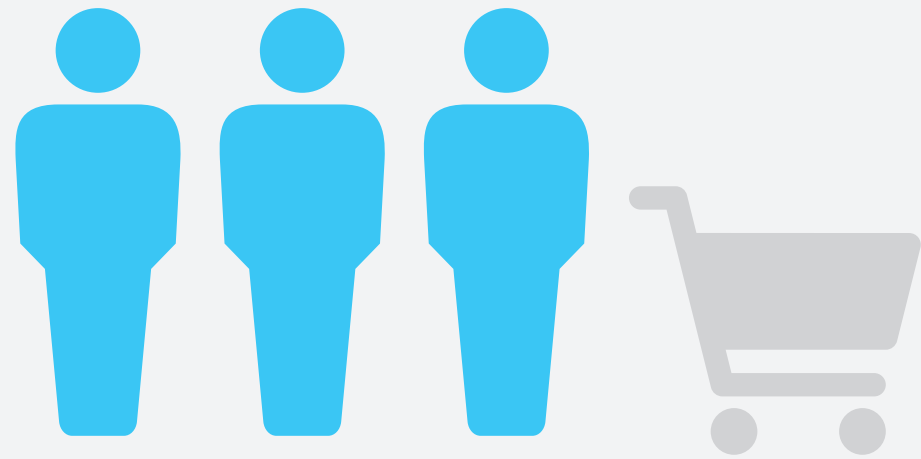
10–12%



within ecosystem
wearable



3%



outside ecosystem
wearable



Source: NIQ Digital Purchases. Jan 2023 – June 2025. Based on a sample of 212 785 online buyers in DE, UK, FR, IT, ES.