

Stuff Best Apple Watch in 2025 reviewed and rated

Don't know your Series 9 from your Ultra? We've explained every Apple Watch and suggested which might be the best Apple Watch for your wrist

Chris Rowlands 18 May 2025 / 13:00 BST



After ten series and several spin-offs, the Apple Watch is now the **smartwatch** equivalent of a TV box set. But when it comes to choosing the best Apple Watch for you, it's not as simple as starting with the latest episode.

From connected apps to fitness tracking to contactless payments, every recent Apple Watch has the smarts to embarrass traditional timepieces. But there are also important differences between each edition. They don't all

share the same screen size, dimensions or sensor setup, for starters. There are **GPS sports watch**-type features, too. And the price varies considerably depending on which ticker you pick.

Don't know your Series 10 from your SE 2? Our guide below explains the distinguishing features of every model available – and suggests which one might be the best fit for your wrist and budget. Whether you're shopping for your first Watch or upgrading from an older version, we've covered all of the options.

Why you can trust Stuff: Our team of experts rigorously test each product and provide honest, unbiased reviews to help you make informed decisions. For more details, read [how we test and rate products](#).

The best Apple Watches you can buy today:



1. Apple Watch Series 10

Stuff Verdict

The Apple Watch Series 10 offers faster charging, a slightly larger display, and it's the most sleek Apple Watch yet. Add the class-leading health tracking, which is a great all-around package

Apple Watch Series 10 specs	
Processor	Apple S10
Display	42mm / 46mm, 446×374 / 496×416 OLED
Storage	64GB
Connectivity	Wi-Fi, Bluetooth 5.3, UWB, 4G (not GPS-only model)
Rating	IP6X, 50m
Dimensions	29/35g (aluminium), 34/42g (titanium) 1.02/1.23 oz (aluminium), 1.20/1.48 oz (titanium)

The Apple Watch Series 10 offers an elegantly slim redesign and improved charging speeds, a fitting upgrade to mark the line’s decade milestone. Apple has reshaped the watch to be thinner, with a slightly larger display, which, together with more rounded corners, creates a notably refined, comfortable fit. It’s a satisfying refinement, especially for anyone with an older Series 6 or prior model, where the difference feels night and day.

However, the Series 10’s battery life – or lack thereof – is a sticking point. Despite the newer design, Apple has kept the familiar 18-hour lifespan, meaning daily charging remains essential. Those of us used to the long-lasting Ultra models may find it a challenge, especially as this constraint limits sleep tracking for most users. Faster charging is a welcome improvement; with a 15-minute top-up lasting a full workday, there’s more flexibility, though it doesn’t entirely offset the limitations.

On the health and fitness front, new additions like sleep apnea tracking and the Vitals app expand Apple’s impressive health suite, pushing the device further into serious health monitoring territory. For all its style, the Series 10 maintains robust functionality, from new workout features to a refined watchOS with added tools like Double Tap for smoother app interactions. Ultimately, while not revolutionary, the Series 10 cements its place as a leader in smartwatches – though if battery life is a must, the Ultra is still the watch to beat.

- Read more: [Apple Watch Series 10 review](#)



2. Apple Watch Ultra 2

Stuff Verdict

The ultimate Watch for outdoorsy people, the Ultra 2 is packed with features that can rival Garmin and Polar

Bigger, beefier and built for the great outdoors, the Watch Ultra 2 is Apple's premium take on a technical ticker. At 49mm, its case is large and in charge, with chunky hardware reflecting its hardcore credentials. Shielded by a rugged rim, the flat panel is twice as bright as any previous Watch screen, for enhanced visibility on expeditions.

A customisable Action button can be set to start workouts or mark segments, while dual-frequency GPS works with fresh positioning algorithms to deliver Apple's most accurate wrist-based location tracking to date. Heading into the hills? Battery life can be eked out to 60 hours on the low-power setting.

Twice as waterproof as the Series 8, it's also down for diving: the Depth app launches when the Ultra is submerged, displaying underwater info. And if the aerospace-grade titanium shell doesn't impress your fellow explorers, the Wayfinder face is guaranteed to give them data envy.

- Read more: [Apple Watch Ultra review](#)



3. Apple Watch SE (2022)

Stuff Verdict

The best cheap Apple Watch – if you're looking to save money then this offers plenty of Apple Watch for your money (with very few drawbacks)

Offering the core Watch experience without breaking the bank, Apple's second-gen SE follows a similar formula to the first. Not a groundbreaking upgrade, it ships with the same design as its predecessor. What's new is a nylon composite back, which shaves 2.9g and 3.4g off the 40mm and 44mm cellular versions respectively.

Besides the lighter load, the updated SE shares a dual-core processor with the Series 8 and Ultra, giving it a 20% speed boost. Like those models, it also offers Crash Detection to assist you in a car accident. But arguably the biggest shift is the price: it starts at \$249/£259, which is a chunk cheaper than the 2020 edition.

- Read more: [Apple Watch SE \(2022\) review](#)



4. Apple Watch Series 9

Stuff Verdict

The best Apple Watch you can get improves on last year's effort with new colours, new straps, faster internals, a much brighter screen, and new gesture controls

Building upon the foundation set by its predecessor, the Apple Watch Series 9 introduces a raft of enhancements that collectively elevate the user experience. Its array of colors, coupled with number of new strap options (including the environmentally conscious FineWoven fabric), showcase Apple's commitment to style and sustainability.

Moreover, the Series 9's introduction of gesture controls and the innovative Double Tap feature, leveraging advanced sensors for intuitive actions, significantly boosts accessibility and usability, especially for users with busy hands.

Under the hood, the Series 9 packs a punch with the new Apple-designed S9 chipset, delivering heightened CPU and GPU speeds. This upgrade translates to faster interactions and a more responsive overall performance. The device's edge-to-edge display, doubling the brightness capacity compared to its predecessor, ensures stunning visuals even in bright conditions, while its ability to dim down to 1 nit caters to comfortable nighttime usage.

Finally, the inclusion of an ultra-wideband chip for easier iPhone location and the expanded connectivity options for media sharing further solidify the Series 9 as the best Apple Watch available.



5. Apple Watch Series 8

Stuff Verdict

Although it's not the biggest upgrade over the previous generation, this is best Apple Watch for most people

Evolution not revolution, the Series 8 doesn't deliver the design overhaul many hoped for. Instead, it carries over many of the specs that made its predecessor popular. Besides identical styling, it adopts the same always-on Retina display, 18-hour battery life and 50m water resistance. So what's new?

An S8 chip runs the show, but doesn't offer any major performance enhancements. More significant is the Series 8's ability to take temperature measurements: with a sensor on the back and another beneath the display to adjust for ambient warmth, it uses body temp readings to augment the suite of health features already found in [watchOS 9](#).

Specifically, this data should improve the accuracy of menstrual cycle tracking. Other tweaks are broadly software-based: a low-power mode promises to stretch longevity

to 36 hours, while [Crash Detection](#) algorithms can sense if you've had a serious car accident and dial emergency services if you're unresponsive.

- Read more: [Apple Watch Series 8 review](#)



6. Apple Watch Series 7

Stuff Verdict

Apple's last-gen flagship is now available at a lower price – it may be slightly older, but it's no less excellent

Previously the top ticker in Apple's Watch family, the Series 7 remains a capable smartwatch that's even more tempting at its updated price. Larger than previous editions at 41mm and 45mm, its packaging was also more rounded and more durable – including the crack-resistant front crystal.

Similarly, the always-on Retina display increased in both size and brightness from the Series 6, with thinner bezels contributing to a more immersive setup for swifter typing. Updated with watchOS 9, the Series 7 is still a slick and stylish timepiece today.

Blood Oxygen and ECG sensors offer the full fitness experience, while three metal jackets let you spec it to taste. Battery life did leave us wanting more, but find the right discount and this shouldn't be a dealbreaker.

- Read more: [Apple Watch Series 7 review](#)



7. Apple Watch SE (2021)

Stuff Verdict

A smart and affordable Apple Watch option – ideal as a first smartwatch for a child or teenager

Launched in 2021, the original SE was pitched as a more accessible route to Apple Watch ownership. While affordability is a relative term in Cupertino, the first-gen SE today gets close to the sweet spot of price and performance. And while it misses out a few features offered by newer, more expensive Apple Watch models and isn't as good as the newer SE, it remains a premium wearable with most of the smarts everyday wearers will want.

The screen is smaller, there's no always-on display and you don't get ECG or blood oxygen sensors. But the Apple Watch SE is still a swim-proof smartwatch with a premium aluminium finish, Retina OLED display and plenty of health-tracking skills. Besides a sizeable app library, the SE also supports the latest watchOS 9.

- Read more: [Apple Watch SE \(2021\) review](#)



8. Apple Watch Series 3

Stuff Verdict

Probably the cheapest and oldest Apple Watch model you can still buy. A word of warning, though, it no longer getting software updates from Apple

A survivor from 2017, Apple's third-gen Watch might seem like a has-been in present company. Yet there's a good reason why Apple continued to ship the model for so long: it's easily the best-value Watch you can buy. And as a straightforward wearable that nails the basics, it still has a lot going for it.

Sure, it's not the fastest, sharpest or brightest by current standards. But if you want a reliable, water-resistant Apple Watch for logging workouts, controlling music and receiving notifications, the Series 3 delivers at a palatable price.

Positively dinky compared to its younger cousins, the 38mm version is also a great fit for smaller wrists. And while it's now been officially discontinued, move fast and you should find it stocked online. Please note, this model is no longer getting software updates from Apple.

- Read more: [Apple Watch Series 3 review](#)

What to consider when buying an Apple Watch

Buying an Apple Watch is an exciting step, but it's worth doing a little homework to make sure it fits your needs. Start by considering your lifestyle and priorities. Are you a fitness enthusiast who wants advanced health tracking, or do you primarily need a convenient way to stay connected? Features like heart rate monitoring, blood oxygen tracking, and ECG can be crucial for health-conscious buyers, while GPS and cellular options are great for those who want to leave their phone at home during workouts or errands.

Size and design matter, too. The Apple Watch comes in different case sizes (41mm, 45mm, etc.), and the material (aluminium, stainless steel, titanium) influences

durability, weight, and cost. Try it on if possible, as comfort and style play a big role in a device you'll wear daily.

Compatibility with your iPhone is critical – Apple Watches only work with iPhones, so Android users need to look elsewhere.

Battery life is another consideration. Most Apple Watches last around 18 hours, though Ultra models offer longer life for outdoor adventurers. Fast charging can offset shorter battery life if you're often in a rush.

Budget-wise, newer models offer the latest features, but older or SE versions still pack a punch at lower prices. Check out our guide to the [best cheap Apple Watch deals](#). It's important to think about future-proofing here – picking a watch with newer tech ensures longer software support.

If you're looking for something a little more lightweight, check out the [best fitness tracker](#) instead.

About



For more than a decade, Chris has been finding and featuring the best kit you can carry. When he's not writing about his favourite things for Stuff, you'll find Chris field-testing the latest gear for TechRadar. From cameras to classic cars, he appreciates anything that gets better with age.

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