

Wearable Technology - UK - December 2015

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“Appearance and design is the third most important purchase driver for wearables, ahead of more technological features such as measurement reliability, cross-device compatibility and touch screens.”
– Sara Ballaben, Technology Analyst

This report looks at the following areas:

- Taking wearables into the mainstream
- How can wearables become more relevant to consumers?

Mintel's consumer research shows that, at present, wearable technology only has a fairly niche appeal and adoption of wrist-worn devices remains limited to 9% of UK adults.

While wearables uptake has been initially driven by health- and sports-related applications, security and lack of a killer application currently represent the main barriers to consumer adoption, despite three fifths of UK adults saying they would actually be interested in some sort of information alert through a wearable device.

Mintel estimates that over 3 million wrist-worn wearable devices will be sold in the UK in 2015, up by 118% from 2014, mainly thanks to smartwatches gaining traction in the market after major product launches from market leaders like Samsung and Apple.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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