

## Wearable Technology - UK - December 2017

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“Smartwatches and fitness trackers in particular are becoming increasingly advanced, and the value of these devices is becoming clearer to consumers. Technology for managing health and wellbeing will continue to appeal, whilst functionality such as cellular connectivity will promote these devices as potential stand-alone devices for adults and children alike.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- **Broader healthcare tracking options appeal to consumers**
- **Moving beyond the early-adopter market**

As features become increasingly advanced, consumers are beginning to see the value in wearable technology. Key functions that look set to improve uptake of wearables are their ability to support healthcare, manage stress and wellbeing, and co-ordinate the increased connectivity of items through the Internet of Things (IoT). Furthermore, smartwatches designed for children offer a new entry-level device for parents to purchase before their child moves on to a smartphone.

Mintel has found consumers are most interested in using a wearable device to track health metrics, and in particular for measuring blood pressure and stress levels. In addition, the most engaged users are particularly interested in using wearables to control smart home devices and for security/access control. However, as with most smart technologies, consumers have significant concerns over data tracking and sharing which must be addressed by manufacturers and software developers.

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### DID YOU KNOW?

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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## Table of Contents

### Overview

- What you need to know
- Products covered in this report

### Executive Summary

- The market
- Sales of wrist-worn wearables approach 4 million in 2017
  - Figure 1: Estimated unit sales of wrist-worn wearable devices, by product category, 2016-17
- Worldwide volumes buoyed by low price offerings in Asian markets
- Smartwatches offer an avenue for new app revenue
- Cheap body-worn cameras prompt strong worldwide growth
- Child-friendly smartwatches provide an entry-level device before smartphones
- Wearables in healthcare
- Companies and brands
- Apple joins companies offering smartwatches with LTE
- New sensors for measuring stress
- The consumer
- The gap is closing between fitness bands and smartwatches
  - Figure 2: Ownership of portable devices, September 2017
- Consumers consider smartwatches over fitness trackers
- Heart rate sensor accuracy is important to consumers
  - Figure 3: Wearable devices that consumers are considering purchasing, September 2017
- Health and wellness monitoring the most popular use case
- Connected home compatibility trumps sports tracking for tech enthusiasts
  - Figure 4: Interest in uses of wearable technology, September 2017
- Smartwatches unlikely to replace mobiles except in specific circumstances
  - Figure 5: Consumer attitudes towards wearable technology, September 2017
- The majority of consumers want 'normal' looking smartwatches
- Data collection and sharing
- Features of smartwatches aren't attractive enough yet
  - Figure 6: Consumer perceptions of the benefits of wearable technology, September 2017
- Consumers are hopeful about the future of wearable technology
- Data sharing must be approached cautiously
- What we think

### Issues and Insights

- Broader healthcare tracking options appeal to consumers
- The facts

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The implications

Moving beyond the early-adopter market

The facts

The implications

## The Market – What You Need to Know

Wrist-worn wearables show steady UK growth in 2017

Smartwatches stretch past fitness trackers

Worldwide shipments of fitness trackers bolstered by Asian markets

Smartwatches focus on sport, whilst fitness trackers add smart functionality

Healthcare tracking a key driver for wearable technology

A smartwatch market for children is developing

## Market Size and Segmentation

Sales of wrist-worn wearables approach 4 million in 2017

Figure 7: Estimated unit sales of wrist-worn wearable devices, by product category, 2016-17

Worldwide volumes buoyed by low price offerings in Asian markets

Figure 8: Forecast volume sales of wearable device worldwide (millions of units), 2016-18

Smartwatches offer an avenue for new app revenue

Body-worn cameras remain a niche device with few use cases

## Market Drivers

More advanced features across the board

New users take advantage of discounted models

Child-friendly smartwatches provide an entry-level device before smartphones

Figure 9: The VTech Kidizoom Smart Watch takes photos and allows filters to be applied

Wearables in healthcare

Headphones getting smarter

Smart clothing and jewellery yet to take off

## Companies and Brands – What You Need to Know

Traditional fashion brands adopting smartwatch technology

Apple joins companies offering smartwatches with LTE

Insurers add health tracking incentives to their products

New sensors for measuring stress

Wearables broaden their appeal

## Launch Activity and Innovation

Traditional watch manufacturers add Android Wear

Apple watch adds cellular connectivity

Fitbit enters the smartwatch market

Healthcare tracker Snap40 gets £1 million NHS funding

Vitality offers heavily discounted Apple Watch

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New sensors provide stress and mindfulness tracking

## Advertising and Marketing Activity

Apple and Fitbit lead adspend

Sponsorship deals get wearable technology seen

Figure 10: Total above-the-line, online display and direct mail advertising expenditure on smartwatches and fitness trackers, Dec 2016-Nov 2017

Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

Smartwatch ownership continues to rise

Wearable cameras remain a niche device primarily for under-34s

Smartwatches appeal to users above other wearable technology

Health and wellness most popular use for wearable technology

The majority of consumers want 'normal' looking smartwatches

Features of smartwatches aren't attractive enough yet

## Ownership and Acquisition

The gap is closing between fitness bands and smartwatches

Figure 11: Ownership of portable devices, September 2017

Wrist-worn device ownership peaks in 25-34-year-olds

Figure 12: Smartwatch and fitness band/sports tracker ownership, by gender, September 2017

Figure 13: Smartwatch ownership, by age bracket, September 2017

Figure 14: Fitness band/sports watch ownership, by age bracket, September 2017

Ownership of wearable cameras

Clip-on activity trackers and heart rate monitor chest straps

## Purchasing Consideration

Consumers consider smartwatches over fitness trackers

Figure 15: Wearable devices that consumers are considering purchasing, September 2017

Fitness trackers appeal to a wide age range

Heart rate sensor accuracy is important to consumers

Wearable cameras a popular device, but consumers don't think their activities are worth filming

Smart earbuds least popular of wearable devices

Smartwatches and wearable cameras popular amongst those considering a single wearable device

Figure 16: Proportion of users considering a wearable technology device for purchase, by the number of wearable devices selected, September 2017

## Uses of Wearable Technology

Health and wellness monitoring the most popular use case

Figure 17: Interest in uses of wearable technology, September 2017

Figure 18: Measuring/tracking electronically and interest in measuring/tracking electronically aspects of health and lifestyles, August 2017

Connected home compatibility trumps sports tracking for tech enthusiasts

Figure 19: Interest in possible wearable technology usage, by number of selected uses, September 2017

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## Attitudes towards Wearables

Smartwatches unlikely to replace mobile except in specific circumstances

Figure 20: Consumer attitudes towards wearable technology, September 2017

The majority of consumers want 'normal' looking smartwatches

Figure 21: Preference for a smartwatch that resembles a traditional watch, by age category, September 2017

Figure 22: Design of the Samsung Gear s3 (left) and the Apple Watch Series 3 (Right)

Data collection and sharing

## Perceived Benefits of Wearable Technology

Features of smartwatches aren't attractive enough yet

Figure 23: Consumer perceptions of the benefits of wearable technology, September 2017

Consumers are hopeful about the future of wearable technology

Data sharing must be approached cautiously

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Key Driver Analysis

Methodology

Step I. Demographic indicators:

Step II. Attitudinal indicators:

Interpretation of results

Figure 24: Key drivers of smartwatch purchasing consideration – Key driver output, October 2017

Figure 25: Key drivers of fitness band/sports watch purchasing consideration – Key driver output, October 2017

Figure 26: Key drivers of smartwatch purchasing consideration, October 2017

Figure 27: Key drivers of fitness band/sports watch purchasing consideration, October 2017

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