

## Wearable Technology - UK - December 2016

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“Wearables’ expensive price tags can clash with their nature as ‘nice-to-have’ devices, leading consumers to worry they will stop using the device not long after purchase. Adoption could thus benefit from initiatives that empower current owners to act as advocates for the technology, as well as from longer trial periods, rent-to-buy schemes and love-it-or-give-it-back warranties.”  
 – Sara Ballaben, Senior Technology Analyst

This report looks at the following areas:

This report discusses the following key topics:

- Broadening interest to increase perceived value
- Wearable technology needs to be a “hands-on” experience
- Can the workplace be a backdoor to mainstream adoption?
- Fostering data sharing among wearable owners
- Moving beyond tracking to coaching

Though consumers warm up to wearables, the technology overall is unlikely to get more into the mainstream in the short term. The strong focus on health and fitness tracking applications limits its appeal to many consumers and, in turn, its value. This has held back adoption rates, and led people to be highly price-driven.

People’s interest in monitoring and improving their health is helping to overcome the initial reluctance to share personal data registered by wearables, but the worry that the novelty will soon wear off and the device will not offer long-term benefits is still a major barrier among non-owners.

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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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