

## Wearable Technology - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Although some segments of the market are more mature, it's still early days for most wearables. Features and standards are evolving, companies are still jostling for position, and consumers seeking to buy are finding it difficult to get all the features they want in a single device at an affordable price."

- **Fiona O'Donnell, Director - Multicultural, Lifestyles, Travel & Leisure**

This report looks at the following areas:

- **Slowing growth for wearables in a fragmented market**
- **Wearables: a nice to have, not a must have**
- **Early innovators stumble**

Although wearable technology remains in an early adoption phase, devices such as smartwatches and fitness trackers have hit the mainstream, with 38% of US adults reporting they own some type of wearable device. With consumers' increasingly mobile lifestyles, these devices would appear to have significant potential, but slowing growth indicates this category needs to prove value by providing functionality and convenience unique to the device.

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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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## Market Perspective

- Overlap with smartphones
- Drone cameras: From hands-free to person-free

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- Strong interest in tracking health  
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- Struggles for fitness and action-cam companies
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- Solid potential for market growth
- Health features of solid interest
- Music, phone features popular
- High levels of repeat purchase intent
- Cost is the primary factor inhibiting purchasing

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### Appendix – Data Sources and Abbreviations

Data sources

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Abbreviations

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