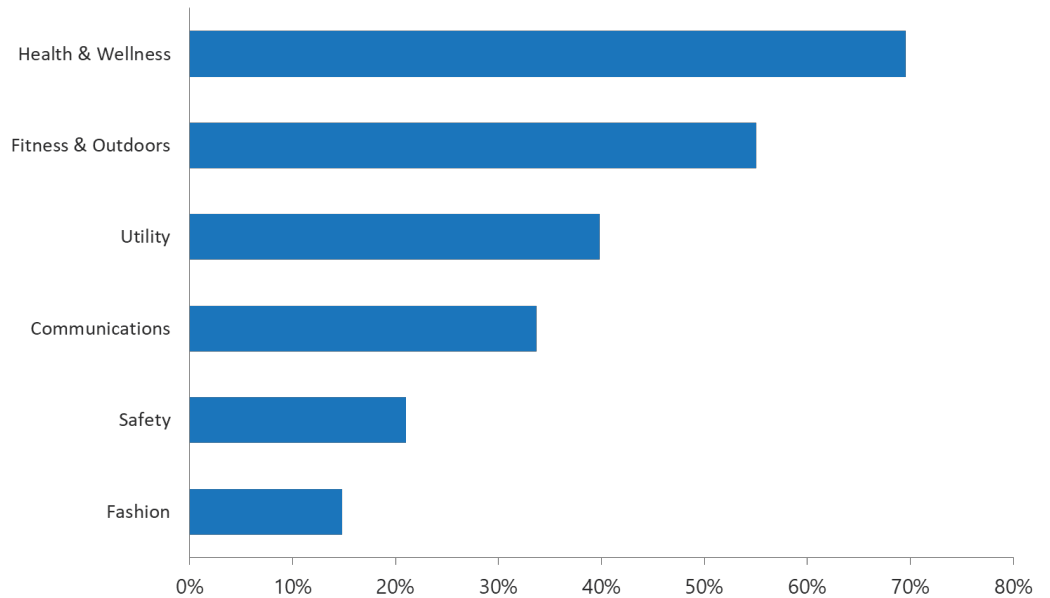


SYNOPSIS

Consumer adoption of wearables has hit an all-time high, with nearly half of US internet households owning at least one smart watch or fitness tracker. Device makers must carefully evaluate their next strategies – to widen appeal and break into the remaining untapped market, or to focus on existing users with advanced features and functionalities. This research evaluates the current scope of the wearables market, looking at new advances in health and personal safety.

Number of Slides: 53

Use Cases for Wrist Wearables among Current Owners



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Key questions addressed:

1. What is the consumer adoption of wearables platforms such as smart watches, fitness trackers, hybrid watches, and smart jewelry?
2. How has brand awareness and brand perception changed over the past several years?
3. What is the demand for new form factors, including smart jewelry such as rings?
4. How are consumers evaluating new features and available add-ons, such as fitness subscriptions and cellular connectivity?
5. What drives customer purchase behavior?
6. What is the demand for personal safety features and services?

“Wearables adoption is following the pattern laid out by smartphones, coalescing around two major platforms – Apple and Google. Garmin is the largest independent brand remaining.”

— Kristen Hanich, Research Director, Parks Associates

AUTHORS

Industry Analysts

Kristen Hanich, Research Director

Consumer Analytics Team

Yilan Jiang, Senior Director of Consumer Analytics

Sharon Jiang, Consumer Insights Manager

Yuting Mu, Consumer Insights, Analyst I

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ATTRIBUTES

Parks Associates
5080 Spectrum Drive
Suite 1000W
Addison, TX 75001

972.490.1113 phone
parksassociates.com
sales@parksassociates.com

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