

Wearables Technology Report: Market Data and Consumer Insights

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The wearable technology market is changing dramatically, with key trends showing opportunities for growth . This report contains data and analysis on the market with insights from analysts throughout IHS Technology. 24 product types, 5 industry applications and 160 companies are researched.

This report provides a qualitative assessment of key trends in addition to detailed revenue, unit shipment and ASP analysis of 24 distinct product types from over 160 suppliers. The format of the report, including presentation of data and key findings, enables a unique perspective on this rapidly evolving market, and will be of value to senior managers and executives who need to assess how best to pursue the opportunities presented. The majority of the study is comprised of a base case analysis, but scenarios are discussed as well.

ACTUALS AND FORECAST

Frequency, Time Period

- Base Year: 2015
- Historical: 2014
- 5-year annual forecast (2016 - 2020)

Measures

- Revenues
- Unit shipments
- ASP
- Market share

Regions, Markets

- China
- Europe
- US
- Rest of World

Products Covered

- Healthcare and Medical
 - 13 applications
- Fitness and Wellness
 - 10 applications
- Infotainment
 - 5 applications
- Industrial
 - 5 applications
- Military
 - 4 applications

Key Issues Addressed

- Which applications are most likely to drive consumer adoption; healthcare, sports and fitness, or infotainment? What are consumer perceptions of wearable technology designed for the wrist, specifically activity monitoring devices and smart watches?
- What product types and specifications currently define the wearable technology market? How will this change over the next five years?

Applicable To

- Marketing Departments
- Strategic Planning
- Directors
- Product Managers
- Corporate
- Executives
- Investor Relations
- Research & Development
- Engineers
- Product Planning
- Financial Sales and Investors

LEAD ANALYSTS

Shane Walker – Senior Principal Analyst

Shane Walker is a Senior Principal Analyst on the Healthcare Technology team at IHS Markit. Shane's current medical technology coverage areas include telehealth, medical displays, healthcare IT, sports monitoring and other wearable technology. Shane has over ten years' experience conducting business analysis, working with a wide range of clients that include the world's largest end-equipment manufacturers and software providers as well as start-ups that are driving new tech innovation.

Before joining IHS Markit, Shane spent several years in the computer software sector as a sales director for a leading CAD developer. He conducted competitive intelligence and developed marketing strategy for an international VAR network.

Roeen Roashan – Senior Analyst

Roeen Roashan is an analyst on the Healthcare Technology research team within IHS Markit. His specific areas of coverage include consumer medical and remote monitoring devices and services. Roeen joined IHS as an analyst in April 2013.

Before joining IHS Markit, Roeen held positions in analyst and consulting roles. Roeen received his BSc from Copenhagen Business School in Denmark, where he conducted research on NFC based mobile payment systems.

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Executive Summary

Healthcare & Medical

- Blood Pressure Monitors
- Continuous Glucose Monitors
- Defibrillators
- Drug Delivery Products
- ECG Monitors
- Hospital
- Outpatient
- Hearing Aids
- Insulin Pumps
- Patches
- PERS
- Pulse Oximetry
- Sleep Sensors
- Smart Glasses

Fitness & Wellness

- Activity Monitors
- Fitness & Heart Rate Monitors
- Foot Pods & Pedometers
- Head-up Displays
- Sleep Sensors
- Smart Glasses
- Smart Clothing
- Smart Watches
- Sports Computers
- Other, Audio Earbuds

Infotainment

- Bluetooth Headsets
- Head-up Displays
- Imaging Products
- Smart Glasses
- Smart Watches

Industrial

- Hand-worn Terminals
- Head-up Displays
- Imaging Products
- Smart Clothing
- Smart Glasses

Military

- Hand-worn Terminals
- Head-up Displays
- Imaging Products
- Smart Clothing

Consumer Insights

- Wearable technology familiarity
- Wearable technology purchase consideration in the next 12 months
- Importance of display in wearable technology
- Wearable technology ownership
- Importance of monitoring device accuracy (steps taken, heart rate)
- Devices considered for purchase during the next 12 months
- Devices used to track fitness activity
- Interest in tracking activity throughout the entire day
- Reasons for engaging in physical activity
- Frequency of communication with healthcare provider
- Electronic device use for health monitoring
- Chronic disease prevalence

For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

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