Wearables Technology Report: Market Data and Consumer Insights

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.

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

Actuals and Forecasts
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
Lead Analysts

Shane Walker – Senior Principal Analyst
Shane Walker is a Senior Principal Analyst on the Healthcare Technology team at IHS. 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. Shane continues to conduct primary industry research in addition to consumer-oriented analysis, specifically in regard to wearable technology and trends surrounding chronic disease management. He regularly contributes to the media, in addition to presenting directly to clients as well as at industry events and conferences.

Before joining IHS, 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.

Shane received his BA from the University of West Florida and an MBA in Corporate Finance from St. Edward’s University in Austin, TX. Shane is based in the IHS Los Angeles office.

Roeen Roashan – Senior Analyst
Roeen Roashan is an analyst on the Healthcare Technology research team within IHS Technology. 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, 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.

He received his MBA from California State University Long Beach in Long Beach, CA. Roeen is based in Los Angeles, CA.

About IHS (www.ihs.com)
IHS (NYSE: IHS) is the leading source of insight, analytics and expertise in critical areas that shape today’s business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world.

Wearable Technology Forecasts

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