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INDUSTRY METRICS

THE WEARABLE MARKET IS BOOMING

- IDC forecasts worldwide wearable shipments to reach 214.6 million by 2019¹
- IDC predicts wristwear will dominate wearables through 2019: “Wrist-worn wearables, including bands, bracelets, and watches, will account for more than 80% of all wearable device shipments throughout the forecast.”²
- BI Intelligence believes wearables will see significant growth: “We estimate the global wearables market will grow at a compound annual rate of 35% over the next five years, reaching 148 million units shipped annually in 2019, up from 33 million units shipped this year.” (2015)³
- IDTechEx predicts the market for wearable sensors will reach \$5.5 billion by 2025.⁴

CONSUMERS TRACKING FITNESS & HEALTH

- Driven by rising demand for fitness and health monitoring features as well as by improved user interfaces, shipments of sensors used in wearable electronic devices will rise by a factor of seven from 2013 through 2019.⁵
- “Variety of Statistics” is the most preferred feature unique to this category: “Variety of Statistics” to track health such as blood pressure and heart rate; and fitness such as steps taken, calories burned and distance covered, are considered essential and desired by health and fitness product owners.⁶
- The annual smart wearable healthcare market volume will grow from \$2 billion in 2014 to \$41 billion in 2020, a compound annual growth rate of 65%.⁷

¹ <http://www.idc.com/getdoc.jsp?containerId=prUS40846515>

² <http://www.idc.com/getdoc.jsp?containerId=prUS25519615>

³ <http://www.businessinsider.com/the-wearable-computing-market-report-2014-10>

⁴ <http://www.idtechex.com/research/reports/wearable-sensors-2015-2025-market-forecasts-technologies-players-000431.asp?viewopt=showall>

⁵ IHS Technology, October 2014

⁶ Consumer Electronics Association report – Consumer Journey to Purchase: Health & Fitness

⁷ <http://www.soreonresearch.com/wp-content/uploads/2014/09/Extract-Soreon-Research-Report-The-Wearable-Health-Revolution.pdf>

