

Demand for Wearable Devices on the Rise

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Report Length: 23 pages

Executive Overview: Our latest wearable technology trends survey shows an increase in demand for health and fitness monitors and smart watches going forward.

The October survey of 2,215 consumers from 451 Research’s Leading Indicator panel focused on buying plans for the fitness tracker and smart watch markets, along with a read on the emerging virtual reality headset category. The survey also looked at other key wearable trends, including factors influencing purchase decisions, customer satisfaction, and frequency of device usage.

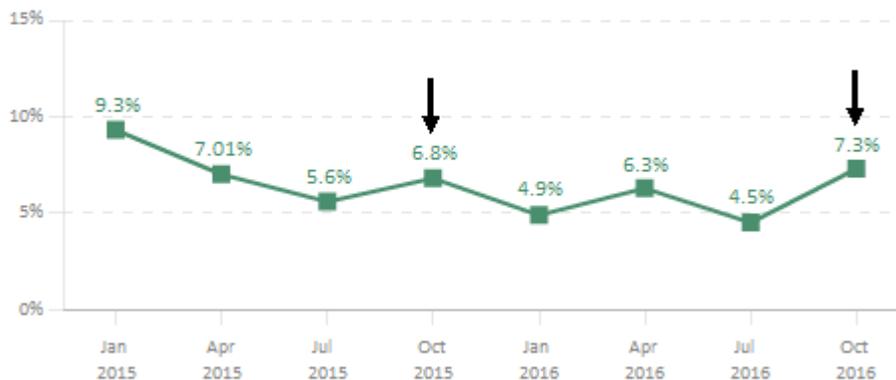
Excerpt of Full Report

Health & Fitness Market. Our latest survey shows a jump in health and fitness monitor demand going forward – with 7.3% of respondents saying they plan on buying one in the future. This is a 2.8-point improvement since our previous survey in July and stronger than the level a year ago.

Future Health and Fitness Monitor Buying

Jan 2015 - Oct 2016

Percentage of Respondents Who Plan on Buying a Health and Fitness Monitor in the Future



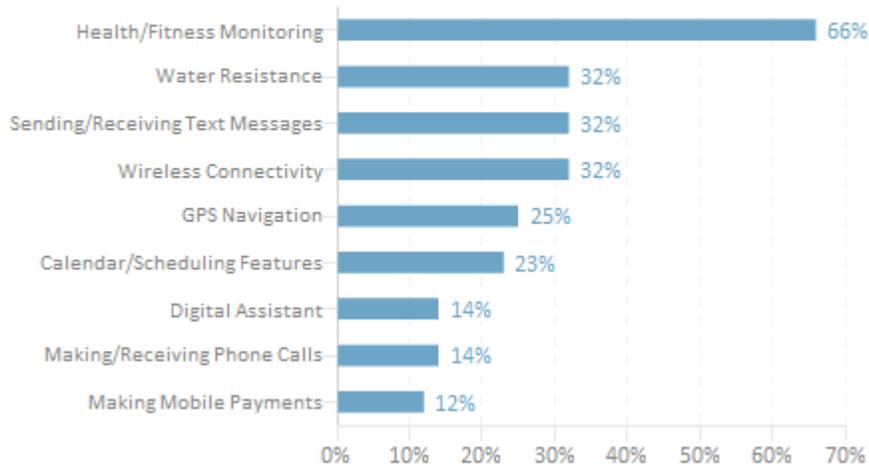
Source: 451 Research's VoCUL: Consumer Wearables Trends (Leading Indicator Survey), Oct 2016

Key Factors in Smart Watch Purchase Decision. We asked smart watch buyers about the functionalities most important in their purchase decision. *Health/Fitness Monitoring* (66%) is by far the top feature that smart watch buyers are looking for. *Sending/Receiving Text Messages* (32%), *Wireless Connectivity* (32%), and *Water Resistance* (32%) tie for second place.

Most Important Smart Watch Functionalities in Purchase Decision

Oct 2016

For those who plan on purchasing a Smart Watch, which of the following functionalities are most important in your purchase decision?



Source: 451 Research's VoCUL: Consumer Wearables Trends (Leading Indicator Survey), Oct 2016

Report details also include:

- Fitbit Dominates in Health & Fitness Market
- Apple Leads in Smart Watch Space
- Frequency of Use: Health & Fitness Monitors vs. Smart Watches
- Interest in Virtual Reality Headsets

VoCUL: Research Methodology

This report presents the findings of a September 29-October 20, 2016 Leading Indicator survey on wearable technology trends. A total of 2,215 consumers participated in the survey.

451 Research's ChangeWave panel is a group of 25,000 accredited business and technology professionals – as well as early adopter consumers – who work in companies across a range of industries. ChangeWave measures the pulse of consumer and business spending via weekly demand-based tracking surveys, and converts the information into a series of proprietary quantitative and qualitative reports.

The intelligence gathered provides a real-time view of companies, technologies, and key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

[Access our VoCUL research reports here.](#)

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