

# Purpose-Built Simplicity Driving Wearables Market

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**Report Length:** 27 pages

**Executive Overview:** Our latest wearable technology trends survey shows purpose-built simplicity is driving the market, unless the device is brand new and just released.

During January, we surveyed 2,130 consumers from 451 Research’s Leading Indicator panel with a focus on fitness trackers and smart watches, satisfaction among current owners and the growing virtual reality space.

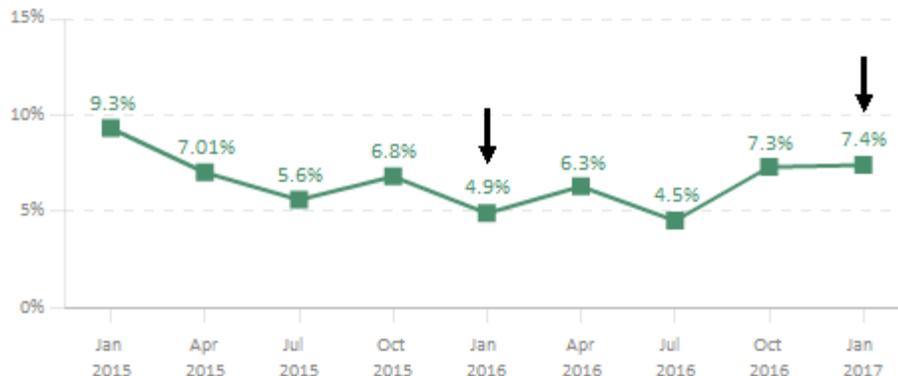
## Excerpt of Full Report

**Health and Fitness Market.** Interest in health and fitness monitors is holding strong as the curiosity around smart watches begins to wane. Smart watches were expected to eclipse the fitness band segment, but high price points for functionality most already have in their smartphones, yet in a clumsier interface, has reset expectations for their success.

### Future Health and Fitness Monitor Buying

Jan 2015 - Jan 2017

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), Jan 2017

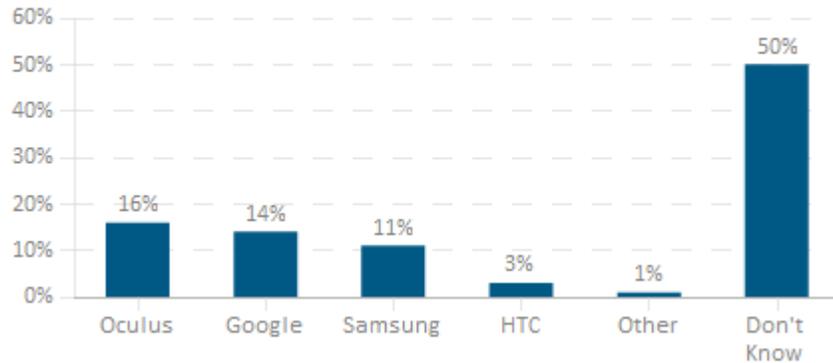
The result: For the second straight survey, the number of respondents intending to purchase a fitness monitor increased.

**Virtual Reality Headsets.** VR headsets today can be segmented into PC-based, mobile and console-based. In terms of the most preferred manufacturer, Oculus (16%) has jumped ahead of Samsung (11%), which led when we last ran this survey in October 2016.

#### Future Virtual Reality Headset Manufacturer

Jan 2017

Who is the manufacturer of the Virtual Reality Headset you plan on buying?



Source: 451 Research's VoCUL: Consumer Wearables Trends (Leading Indicator Survey), Jan 2017

#### Report details also include:

- Fitbit Dominates in Health and Fitness Market
- Apple Leads in Smart Watch Space
- Interest in Virtual Reality Headsets
- Other Wearable Device Trends

## VoCUL: Research Methodology

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This report presents the findings of a January 9 - 23, 2017 Leading Indicator survey on wearable technology trends. A total of 2,130 consumers participated in the survey.

451 Research's ChangeWave Leading Indicator 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. The surveys measure 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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