

Smart Watch and Fitness Monitor Demand Reaches Two-Year High

Analyst: Sayon Deb

Report Length: 22 pages

Executive Overview: Our latest survey shows consumers are frequently comparing fitness monitors and smart watches side by side when considering their wearable purchases. With new product releases from Apple and Fitbit driving up interest in smart watches, demand for health and fitness monitors is also enjoying a comparable boost.

During July, we surveyed 1,876 primarily North American consumers from 451 Research’s Leading Indicator panel with a focus on fitness trackers and smart watches, satisfaction among current owners, and the nascent VR (virtual reality) headset market.

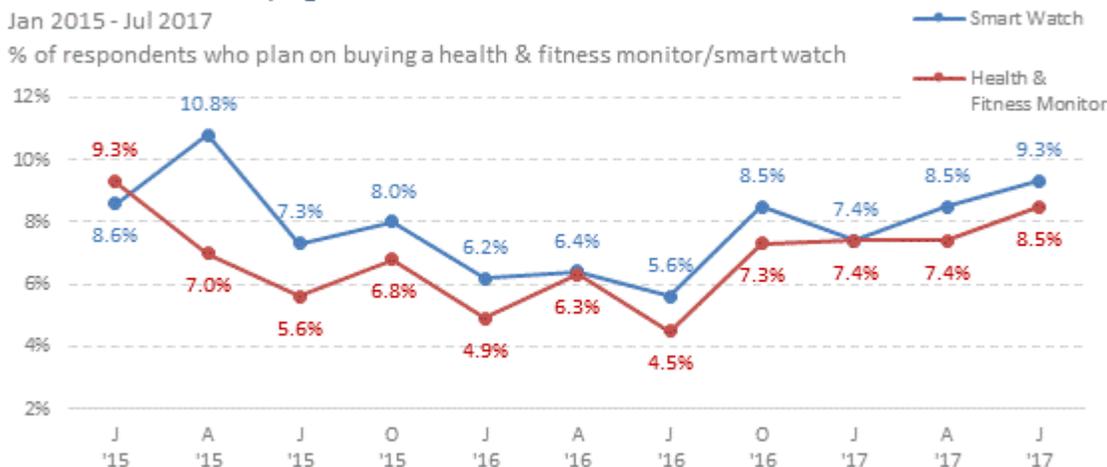
Excerpt of Full Report

Consumer Interest in Wearables. Buying intentions for smart watches and fitness trackers have reached a two-year high. In the latest survey, 9.3% of respondents say they plan on purchasing a smart watch in the future, and 8.5% say they want a health and fitness monitor.

Future Wearable Buying - Smart Watch vs. Health & Fitness Monitor

Jan 2015 - Jul 2017

% of respondents who plan on buying a health & fitness monitor/smart watch



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

Importance of Standalone Smart Watch Functionality. GPS and cellular connectivity remain unique functions limited to a handful of smart watch models, including LG Watch Sport, Verizon Wear24 and Samsung Gear S3. But consumer appetite for standalone functionality is holding strong ahead of the expected LTE-enabled Apple Watch.

Nearly four in five (78%) smart watch buyers say it's important for their smart watch to be able to function without having to connect with a smartphone.

How important is it for your smart watch to be able to function without having to connect with a smartphone?

	Current Survey Jul '17	Previous Survey Apr '17
Very Important	32%	34%
Somewhat Important	46%	46%

Report details also include:

- Overall Consumer Interest in Wearables
- Health and Fitness Market
- Smart Watch Space
- Interest in VR Headsets and Smart Glasses

VoCUL: Research Methodology

This report presents the findings of a July 11-21, 2017 Leading Indicator survey on wearable technology trends. A total of 1,876 consumers participated in the survey.

451 Research's 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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Contact Information:

451 Research
1411 Broadway, Suite 3200
New York, NY 10018
P: 301-250-2363
E: vocul@451research.com