

# New Apple, Fitbit and Samsung Releases Help Prop Up Smartwatch Demand

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**Report Length:** 34 pages

**Executive Overview:** Apple maintains its tight grip on the wearables market with Watch Series 3 launch, featuring the much awaited cellular LTE-enabled option. The latest survey shows consumer demand for the LTE-enabled Watch Series 3 outpacing all other smartwatch options, including the newly released Fitbit Ionic and the fitness-focused Samsung Gear Sport.

During October, we surveyed 1,867 primarily North American consumers from 451 Research’s Leading Indicator panel with a focus on smartwatches and fitness trackers – including future buying plans and current customer experience. The survey also gauged consumer interest towards buying VR (virtual reality) headsets.

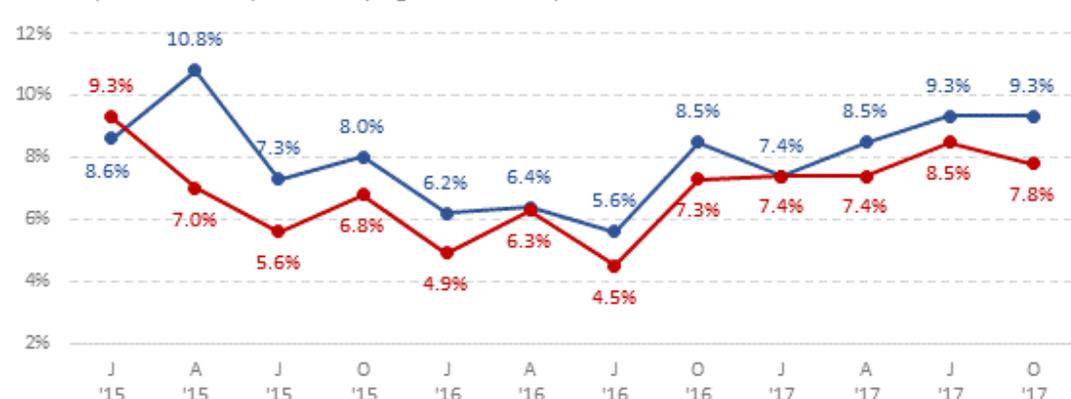
## Excerpt of Full Report

**Consumer Interest in Wearables.** Nearly 1 in- 10 (9.3%) respondents say they will buy a smartwatch in the future, unchanged from July. Smartwatch purchase intent grew during the summer in anticipation of new devices from Apple, Fitbit and Samsung – and it’s encouraging to see sustained demand for the category heading into the holidays.

### Future Wearable Buying: Smartwatch vs. Health & Fitness Monitor

Jan 2015 - Oct 2017

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



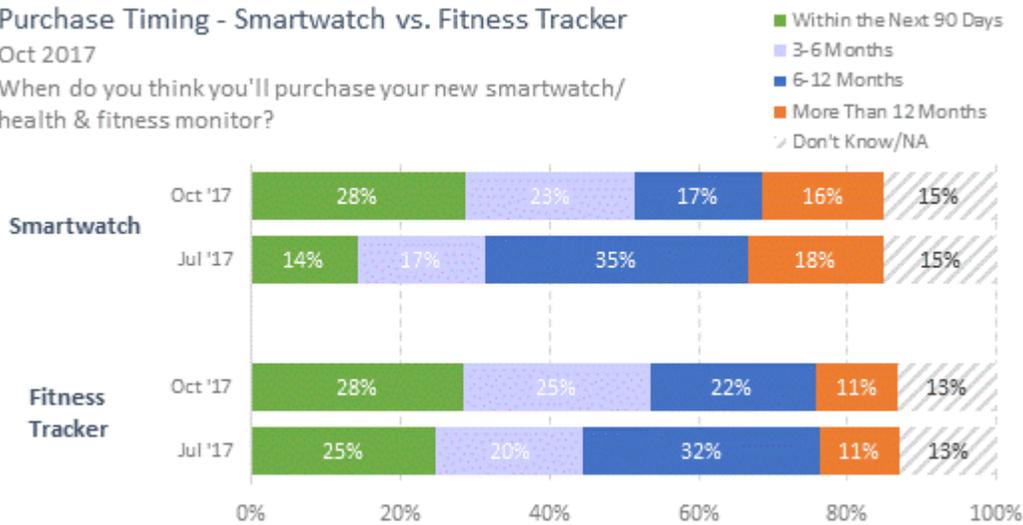
Source: 451 Research's VoCUL: Wearable Tech Trends (Leading Indicator Survey), Oct 2017

**Purchase Timing.** New releases are also increasing urgency among smartwatch buyers – with twice as many respondents (28%) saying they’ll purchase within the next 90 days than in July (14%).

### Purchase Timing - Smartwatch vs. Fitness Tracker

Oct 2017

When do you think you'll purchase your new smartwatch/health & fitness monitor?



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

### Report details also include:

- Overall Consumer Interest in Wearables
- Health & Fitness Market
- Smartwatch Space
- Importance of Standalone Capability
- Interest in VR Headsets and Smart Glasses

## VoCUL: Research Methodology

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This report presents the findings of an October 10-November 1, 2017 Leading Indicator survey on wearable technology trends. A total of 1,867 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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