

Wearable Technology - UK - November 2019

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“The wearables market is experiencing strong growth, particularly with smart earbuds. More manufacturers are offering their earbud variants, which is helping to push this industry. Consumers are also increasingly interested in a variety of use cases for wearables.”

– **Zach Emmanuel, Consumer Technology Analyst**

This report looks at the following areas:

- Opportunity to offer deep app integration with smart earbuds
- Extending the smart functionality of fitness trackers is likely to appeal

The wearables market is performing strongly in 2019, and Mintel’s consumer research shows an increase in ownership of all wearables compared to 2018. The biggest increase has been in the adoption of smart earbuds. More and more manufacturers are offering their versions of these wireless earphones to compete with the well-known Apple AirPods. The increasing choice for consumers is helping this part of the industry to grow.

As well as ownership of wearables increasing, there is greater intent to buy wearables in the next 12 months – indicating future success for the industry. The greater intent applies to well-known devices like fitness trackers and smartwatches but is also evident for smart clothing, smart jewellery and smart glasses.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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