

## Wearable Technology - UK - December 2017

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“Smartwatches and fitness trackers in particular are becoming increasingly advanced, and the value of these devices is becoming clearer to consumers. Technology for managing health and wellbeing will continue to appeal, whilst functionality such as cellular connectivity will promote these devices as potential stand-alone devices for adults and children alike.”

– **Andrew Moss, Consumer Technology Analyst**

This report looks at the following areas:

- **Broader healthcare tracking options appeal to consumers**
- **Moving beyond the early-adopter market**

As features become increasingly advanced, consumers are beginning to see the value in wearable technology. Key functions that look set to improve uptake of wearables are their ability to support healthcare, manage stress and wellbeing, and co-ordinate the increased connectivity of items through the Internet of Things (IoT). Furthermore, smartwatches designed for children offer a new entry-level device for parents to purchase before their child moves on to a smartphone.

Mintel has found consumers are most interested in using a wearable device to track health metrics, and in particular for measuring blood pressure and stress levels. In addition, the most engaged users are particularly interested in using wearables to control smart home devices and for security/access control. However, as with most smart technologies, consumers have significant concerns over data tracking and sharing which must be addressed by manufacturers and software developers.

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### DID YOU KNOW?

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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The implications

Moving beyond the early-adopter market

The facts

The implications

## The Market – What You Need to Know

Wrist-worn wearables show steady UK growth in 2017

Smartwatches stretch past fitness trackers

Worldwide shipments of fitness trackers bolstered by Asian markets

Smartwatches focus on sport, whilst fitness trackers add smart functionality

Healthcare tracking a key driver for wearable technology

A smartwatch market for children is developing

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Features of smartwatches aren't attractive enough yet

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