

## Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Wearable technology represents the next step in personal technology. Computers, smartphones and tablets have all entered the market and established themselves as ubiquitous devices owned by the vast majority of consumers.”

– **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

With the emergence of wearable tech, its goal is to become as valuable as those other pieces of personal tech. So far, wearable tech’s impact has been predominantly focused on the fitness and exercise market – with the technology providing data and motivation that was previously unavailable. However, looking ahead, the possibilities for wearable technology in everyday consumer lives are endless and the challenge will be for companies to come up with ways to make the technology as accessible and relevant as possible to the entire consumer market.

- **Many consumers find no use in wearable technology**
- **There’s a limit to what people want in wearable technology**

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Many consumers find no use in wearable technology

Figure 1: Reasons for not owning wearable technology, September 2018

There's a limit to what people want in wearable technology

Figure 2: Interest in wearable tech features, September 2018

The opportunities

A sizeable share of consumers own some sort of wearable tech

Figure 3: Wearable technology owned, September 2018

Active lifestyles and exercise play a major role in the wearable tech market

Figure 4: Wearable tech owned, by physical activity in the past month, September 2018

Tracking physical activity is the top reason for owning wearable tech

Figure 5: Reasons for owning wearable technology, September 2018

What it means

### The Market – What You Need to Know

Capitalizing on an aging population

The high risk of heart disease

Positioning wearable tech as technology or exercise equipment

Availability of mobile payments makes wearable tech more valuable

Encouraging consumers to use discretionary funds on wearable tech

### Market Factors

Capitalizing on an aging population

Figure 6: Canadian population aged 70 years and older, 2000-17

Figure 7: Echo Spot – Be Together More, April 2018

The high risk of heart disease

Positioning wearable tech as technology or exercise equipment

Availability of mobile payments makes wearable tech more valuable

Encouraging consumers to use discretionary funds on wearable tech

### Key Players – What You Need to Know

Social media apps are helping drive demand for wearable tech

Smart headphones are becoming the norm

Tech, GPS and fitness companies are competing in wearable tech

Finding the balance between function and style

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Wearable technology will converge with the smart trend  
 Wearable technology has potential far beyond what's now available

## What's Working?

Social media apps are helping drive demand for wearable tech  
 Figure 8: Summit Features: Advanced bear defense, August 2018  
 Figure 9: Apple Watch Series 4 – Better You – Apple, September 2018

Smart headphones are becoming the norm  
 Figure 10: Hesh 3 – Wireless Perfection – Skullcandy, September 2017

## Challenges

Tech, GPS and fitness companies are competing in wearable tech  
 Finding the balance between function and style  
 Figure 11: Explore Fossil Q Hybrid Smartwatch Features, May 2017

## What's Next?

Wearable technology will converge with the smart trend  
 Wearable technology has potential far beyond what's now available

## The Consumer – What You Need to Know

Wearable technology usage and interest  
 Role of exercise and lifestyle in wearable tech  
 Barriers to purchase of wearable technology  
 Purchase drivers for wearable technology  
 Demand for non-activity tracking features

## Wearable Technology Usage and Interest

A sizeable share of consumers own some sort of wearable tech  
 Figure 12: Wearable technology owned, September 2018  
 Figure 13: Type of smartwatch owned, by age, September 2018  
 Figure 14: Type of smartwatch owned, by gender, September 2018  
 Figure 15: Wearable technology owned, by age, September 2018  
 Figure 16: Vinci 2.0 – World's First Standalone Smart Wireless Headphones, January 2018  
 Figure 17: iPhone 7 + AirPods – Siri – Apple, January 2017  
 Figure 18: Wearable technology owned, by income, September 2018

Wearable tech is not capitalizing on the interest it has created  
 Figure 19: Wearable technology owned, August 2017 vs September 2018

## Role of Exercise and Lifestyle in Wearable Tech

Active lifestyles and exercise play a major role in wearable tech market  
 Figure 20: Physical activity in the past month, September 2018  
 Figure 21: Wearable tech owned, by physical activity in the past month, September 2018  
 Figure 22: Wearable tech future purchase intent, by physical activity in the past month, September 2018

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Wearable tech is a great gift, by physical activity in the past month, September 2018

Figure 24: Number of wearable tech device types owned, September 2018

Figure 25: Physical activity in the last month, by number of wearable tech device types owned, September 2018

### Investigating the kinds of exercise consumers engage in

Figure 26: Physical activity in the last month, by gender, September 2018

Figure 27: Physical activity in the last month, by age, September 2018

Figure 28: Own wearable technology, by physical activity in past month, September 2018

### Barriers to Purchase of Wearable Technology

#### Many consumers find no use in wearable technology

Figure 29: Reasons for not owning wearable technology, September 2018

Figure 30: Reasons for not owning wearable technology: no use for it, by physical activity in past month, September 2018

Figure 31: Wearable tech ownership vs reason for not owning, by gender, September 2018

Figure 32: Wearable tech ownership vs reason for not owning, by age, September 2018

Figure 33: Apple Watch Series 4 – How to Use Emergency SOS – Apple, September 2018

#### Price is a major hurdle for wearable technology

Figure 34: Reasons for not owning wearable technology, by age, September 2018

Figure 35: Reasons for not owning wearable technology, by income, September 2018

#### Other mobile devices are potential competition for wearable tech

Figure 36: Reasons for not owning wearable technology: other devices can do the same things, by age, September 2018

### Purchase Drivers for Wearable Technology

#### Tracking physical activity is the top reason for owning wearable tech

Figure 37: Reasons for owning wearable technology, September 2018

Figure 38: Reasons for owning wearable technology, by gender, September 2018

Figure 39: Reasons for owning wearable technology, by age, September 2018

Figure 40: Interest in wearable tech features, September 2018

#### Gifting plays a major role in the wearable tech industry

Figure 41: Reason for owning: it was a gift, by household composition, September 2018

Figure 42: Expect to buy wearable tech in the future, by reason for ownership, September 2018

Figure 43: Don't use devices as often as when I first got them, by reason for ownership, September 2018

#### Distinguishing health tracking from activity tracking

Figure 44: Interest in wearable tech features, by age, September 2018

### Demand for Non-activity Tracking Features

#### Consumers are interested in wearable tech that replicates smartphones

Figure 45: Interest in wearable tech features, by gender, September 2018

Figure 46: Interest in wearable tech features, by reason for ownership, September 2018

Figure 47: TURF analysis: interest in wearable tech features, September 2018

#### There is a limit to what features people want in wearable technology

Figure 48: Interest in wearable tech features, September 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 49: Interest in wearable tech features, by age, September 2018

Consumers are practical about what they want in wearable tech

Figure 50: Importance of wearable tech factors, September 2018

### Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

TURF analysis

Abbreviations and terms

Abbreviations

Terms

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)