

Wearable Technology - China - December 2016

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“Health monitoring is the major appeal of smart wristbands and smartwatches, and family-related features show potential to attract purchase. Brands should offer unique functions and entry-level products to motivate purchase. VR/AR technology can be an effective marketing communication channel to draw consumers’ attention.”

– Terra Xu, Senior Research Analyst

This report looks at the following areas:

- What do consumers look for in wearable devices?
- Overcoming the purchase barrier of smart wristbands and smartwatches
- VR’s current role is still more in brand marketing and experience

In 2016, it is estimated that the Chinese market for smart wristbands will enjoy fast volume sales growth, while smartwatches are estimated to decline. The total smart wristband and smartwatch market is driven by sales of low-priced wristbands, while the lack of breakthrough products in smartwatches may be a drag factor.

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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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What do consumers look for in wearable devices?

The facts

The implications

Overcoming the purchase barrier of smart wristbands and smartwatches

The facts

The implications

VR's current role is still more in brand marketing and experience

The facts

The implications

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Low-priced smart wristbands drive volume growth

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Apple leads the smartwatch market but faces challenges

Huawei and Samsung benefit from comprehensive product lines

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VR/AR technology

Low-priced headsets attract trial while high-end devices can better educate consumers

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 Wearable devices for more people
 More applications of VR/AR technology

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 Entry-level products are important to building trial
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 Functions and price are major barriers for wearable devices
 Health monitoring feature is major appeal, especially family functions
 Consumers of different ages show varied interest in product features
 High interest in various applications of VR
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