

Wearable Technology - US - December 2016

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"This Report explores the market for fitness-related tech using qualitative and quantitative surveys. Subjects include intent to purchase, gifting, participation in sports, and familiarity with brands, with a focus on key value propositions such as health monitoring, sleep tracking, weight loss, and the attractiveness of form factors and designs."

- **Billy Hulkower**

This report looks at the following areas:

- Unit sales pass 41 million, but growth is slowing
- New technology value is doubted
- Dieters not buying in

This Report covers the following products:

- Fitness-tracking bands, clips, and ear buds
- Smartwatches and GPS watches
- Wearable cameras (aka action/POV cameras).

Products excluded from the Report include: wearable electronics for pets, virtual reality and augmented reality headsets, and emergency medical alert devices.

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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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In their own words

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