

## Wearable Technology - Canada - November 2017

Report Price: £3008.96 | \$3995.00 | €3429.31

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"The wearable technology category has seen advancements in recent years, increasing the repertoire of features and utility. While there are some consumers who make use of their wearable devices daily, others are not convinced that they can find use in such devices and thus avoid ownership."

**- Andrew Zmijak, Research Analyst, Consumer Behaviour**

This report looks at the following areas:

- **Attracting older consumers**
- **Most non-owners find no use for wearable tech**
- **Many feel most smartwatches are overpriced**

This report focuses on wearable technology, which includes the following devices: fitness-tracking bands, clips and ear buds, smartwatches and GPS watches and wearable cameras (also known as action/POV cameras).

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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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Tech embedded in jewellery

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A third of consumers own wearable tech

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Abbreviations

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