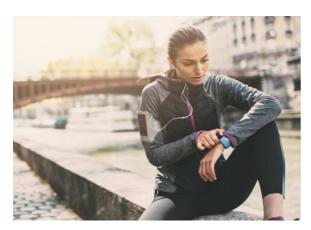


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"The wearable technology category has seen advancements in recent years, increasing the repertoire of features and utility. While there are some consumers who make use of their wearable devices daily, others are not convinced that they can find use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



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Tech embedded in jewellery

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