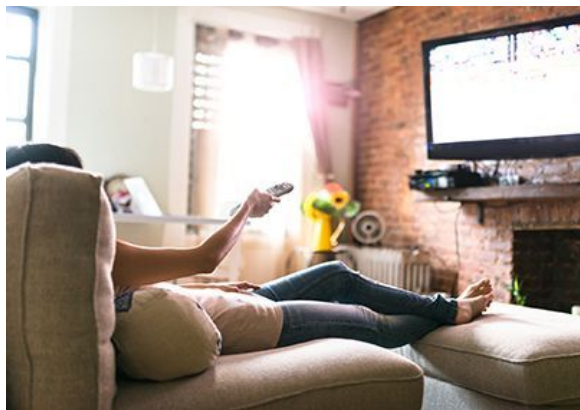


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*“Another avenue of development that may increase the growth potential for the smartwatch market is the introduction of more models in the designer/luxury segment.”*

**– Matt King – Category Director, Technology and Media Research**

This report looks at the following areas:

The watch market has a well-established luxury segment in which people are willing to pay a significant premium for prestige, so high price points won't be a drawback in the way that they can be in the early days of other new technologies, where the premium is based primarily on the functionality. More affordable designer models are also becoming available, and we're reaching a point where people will simply consider smartwatches amongst their options when shopping in the broader watch category.

The most recent quarter has seen an increase in both the proportion people having bought smartwatches in the last three months, as of October 2017, and the proportion planning to buy in the next three months. This suggests that in a saturated market where ownership has plateaued at around eight in 10 adults and encouraging upgrades is proving increasingly challenging, flagship launches in Q3 like the iPhone 8, iPhone X and Google's Pixel 2 and Pixel 2 XL are helping to stimulate purchasing.

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