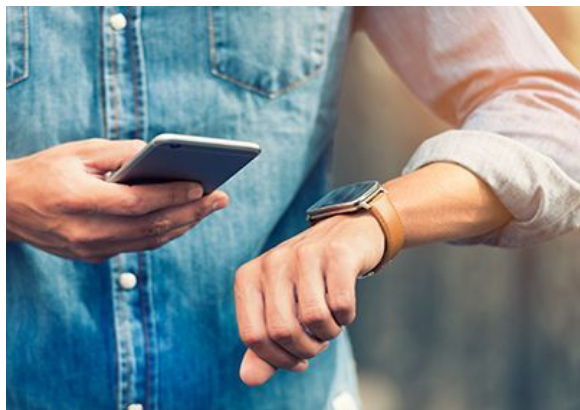


## Wearable Technology - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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“Wearable technology represents the next step in personal technology. Computers, smartphones and tablets have all entered the market and established themselves as ubiquitous devices owned by the vast majority of consumers.”

– **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

With the emergence of wearable tech, its goal is to become as valuable as those other pieces of personal tech. So far, wearable tech's impact has been predominantly focused on the fitness and exercise market – with the technology providing data and motivation that was previously unavailable. However, looking ahead, the possibilities for wearable technology in everyday consumer lives are endless and the challenge will be for companies to come up with ways to make the technology as accessible and relevant as possible to the entire consumer market.

- **Many consumers find no use in wearable technology**
- **There's a limit to what people want in wearable technology**

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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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