

Wearable Devices (Incl Impact of COVID-19) - China - May 2020

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“Despite a bumpy start to 2020, China’s wearables market has remained resilient and in good fighting spirit. Consumers’ willingness to engage with their health data is spiking due to the COVID-19 outbreak. This will likely result in higher sales volumes of wearable devices.”

– Amy Xu, Associate Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the wearable devices market
- How the market should react to the post-COVID-19 era
- The performance of leading brands in 2019
- Future growth opportunities for hearables, smartwatches and smart wristbands
- Marketing strategies adopted by manufacturers

2020 is expected to be a distinctive year for the wearables market as a result of COVID-19. Growth has continued for the market. Due to the impacts of the COVID-19 pandemic on the supply chain, the industry saw a brief slowdown in the first quarter of 2020.

Overall health monitoring demand is still the main purchase drivers for wrist-worn wearable technology. The market is on the cusp of providing health and fitness monitoring that would be on a par with or maybe even better than what is currently provided on the wrist. Entry-level retail prices and ease of use will help drive market growth. As the technology becomes more advanced, consumers trust in brands to provide more accurate health and fitness data and personal diet recommendations will grow stronger.

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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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Who they are

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