

Wearable Technology - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and wearable technology
- Market performance of top brands in the wearable tech space and key factors driving their success
- Consumer ownership and purchase intent of wearable technology
- Consumer attitudes toward wearable technology and purchase motivations



"The wearable tech category provides unique value to consumers amidst the COVID-19 pandemic. Hearable devices offer utility both on-the-go as well as working remotely at home, while health-monitoring capabilities of wrist-worn devices gain renewed interest among an increasingly health conscious populous."

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

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