

# Smartwatches and Wearable Technology - UK - 2022

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## This report looks at the following areas:

- Ownership of wearable technology and intent to buy these devices in the next year.
- The interest surrounding the metaverse and how companies can use smartglasses to give people an early idea of the metaverse experience.
- The most important health metrics for wearables to track and whether these devices are actually tracking too many health-related data points.
- Attitudes towards wearables such as the importance of hearing your surroundings when using smart earbuds and the impact of the cost-of-living crisis on purchases of wearable technology.

63% think it is important that you are able to hear your surroundings when using smart earbuds. This desire for transparency functionality is driving an emerging segment of the earbuds market. However, brands often prioritise other aspects of the devices in marketing leaving an opportunity to highlight transparency as a central feature.

Inflation will force a section of people to hold off on wearable technology purchases, meaning that the Black Friday and Christmas period will be more important than ever. However, consumers will still buy now if the smartwatches present significant value to them in their lives. With Generation Z (34%) being more likely than average (22%) to buy a smartwatch to look good, the marketing of luxury and style will still engage them to buy now.

While 48% of Generation Z and 47% of Younger Millennials are concerned about how much health data can be tracked on wearables, it drops to 36% of Generation X and 33% of Baby Boomers. This indicates that older consumers are more open to the wide variety of health-related data points tracked on the latest smartwatches. The older generations are therefore a more suitable target market for these features, whereas marketing watches as a status symbol is more suitable for Generation Z.



“A quarter of consumers are interested in using smartglasses to access an interactive virtual world. With ownership of smartglasses still low, AR use cases could provide motivation for consumers to buy in the upcoming years as it can give audiences an early idea of what the metaverse experience could be like.”  
– Zach Emmanuel, Consumer Technology Analyst

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## Smartwatches and Wearable Technology - UK - 2022



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25% are interested in using smartglasses to access an interactive virtual world. While the consumer ownership of smartglasses remains low (4%), AR-based experiences with the devices can play an important role in the coming years to provide consumers with the opportunity to get an early idea of what the metaverse could be like.

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## Table of Contents

### OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Market context**
- **Products covered in this Report**

### EXECUTIVE SUMMARY

- **The five-year outlook for wearable technology**  
Figure 1: Category outlook for wearable technology, 2022-27
- **The market**
- **Market for fitness trackers, smartwatches and smart earbuds valued at £1.6 billion**  
Figure 2: Value of market for fitness trackers, smartwatches and smart earbuds, 2019-22  
Figure 3: Unit sales of fitness trackers, smartwatches and smart earbuds, 2019-22
- **Companies and brands**
- **Apple and Samsung smartwatches lead push towards independence from smartwatches**  
Figure 4: Market share for smartwatches, 2021 and 2022
- **Charge 5 drives Fitbit growth in market share for fitness trackers**  
Figure 5: Market share for fitness bands, 2021 and 2022
- **Apple improves noise cancellation with the second-generation AirPods Pro**
- **Nreal Air glasses arrive in the UK via EE**
- **Meta expected to launch two AR glasses in 2024**
- **The consumer**
- **Smartwatches overtake fitness trackers to become the most owned wearable**  
Figure 6: Ownership of wearable technology, 2020-22
- **Higher income earners will be forced to choose mid-range smartwatch options in 2022**  
Figure 7: Ownership of entry-level, mid-range or premium smartwatches, 2022
- **Black Friday and Christmas period will be more important than ever for smartwatches**  
Figure 8: Intent to buy wearables in the next year, 2021 and 2022
- **Generation Z's interest in smartwatches as a status symbol will maintain Apple's market control**  
Figure 9: Reasons to buy a smartwatch, 2021 and 2022

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- Blood pressure monitoring is key for maximising Generation X's engagement in smartwatches**

Figure 10: Health metrics with wearables that are most of interest, 2022

- Transparency functionality and lossless audio are two emerging segments of smart earbuds market**

Figure 11: Attitudes towards wearables, the cost-of-living crisis and the metaverse, 2022

## ISSUES AND INSIGHTS

- Cost-of-living crisis forces consumers to rethink smartwatch purchases**
- Focus smartglasses development on AR to capitalise on metaverse interest**
- Transparency functionality and lossless audio are key differentiators for smart earbuds**

## MARKET SIZE AND PERFORMANCE

- The five-year outlook for wearable technology**

Figure 12: Category outlook for wearable technology, 2022-27

- Market for fitness trackers, smartwatches and smart earbuds valued at £1.6 billion**

Figure 13: Value of market for fitness trackers, smartwatches and smart earbuds, 2019-22

Figure 14: Unit sales of fitness trackers, smartwatches and smart earbuds, 2019-22

## MARKET SEGMENTATION

- Value of smart earbuds market to increase 13% in 2022**

Figure 15: Value of smart earbuds market, 2019-22

Figure 16: Unit sales of smart earbuds, 2019-22

- Smartwatches and fitness tracker market to grow 16.3% in 2022**

Figure 17: Value of smartwatches and fitness trackers market, 2019-22

Figure 18: Estimated unit sales for smartwatches and fitness trackers, 2016-22

## MARKET DRIVERS

- Inflation is the key concern in 2022 for consumers, brands and the economy**
- Consumer spending power will be curbed**
- The frequency of exercise returns to pre-pandemic levels**

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- Cancellations of gym memberships could encourage people to buy wearables for exercise tracking
- Consumers split on metaverse

## MARKET SHARE

- **Apple and Samsung smartwatches lead push towards independence from smartphones**

Figure 19: Market share for smartwatches, 2021 and 2022

- **Charge 5 drives Fitbit growth in market share for fitness trackers**

Figure 20: Market share for fitness bands, 2021 and 2022

## COMPETITIVE STRATEGIES

- **Apple's development of audio quality in standard AirPods will appeal to a range of audiences**
- **A greater focus on stress tracking would appeal to Apple's growing male smartwatch owners**

## LAUNCH ACTIVITY AND INNOVATION

- **Apple announces Watch Series 8 and new flagship Watch Ultra**
- **Watch Ultra**
- **Apple improves noise cancellation with second-generation AirPods Pro**
- **Apple develops exercise and sleep-tracking functionality in WatchOS 9**
- **Third-generation AirPods add spatial audio with dynamic head tracking**
- **Samsung launches Galaxy Watch5 with improvements to battery life**
- **Sony focuses on transparency with LinkBuds**
- **Nura brings lossless music to earbuds with NuraTrue Pro**
- **Nreal Air glasses arrive in the UK via EE**
- **Google demos live translation feature for upcoming AR glasses**
- **Meta expected to launch two AR glasses in 2024**

## OWNERSHIP OF WEARABLE TECHNOLOGY

- **Smartwatches overtake fitness trackers to become the most owned wearable**
- **Women drive the increase in smart earbud ownership**  
Figure 21: Ownership of wearable technology, 2020-22
- **Higher income earners will be forced to choose mid-range smartwatch options in 2022**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 22: Ownership of entry-level, mid-range or premium smartwatches, 2022

## INTENT TO BUY WEARABLE TECHNOLOGY

- **Black Friday and Christmas period will be more important than ever for smartwatches**
- **Trade-in programmes key for consumers replacing their smartwatch**
- **AR gaming experiences will target the early metaverse interest**

Figure 23: Intent to buy wearables in the next year, 2021 and 2022

## MOTIVATIONS TO BUY SMARTWATCHES

- **Interest in calling suggests that consumers want smartwatches to be independent devices**
- **Generation Z's interest in smartwatches as a status symbol will maintain Apple's market control**

Figure 24: Reasons to buy a smartwatch, 2021 and 2022

## HEALTH METRICS ON WEARABLE TECHNOLOGY

- **Incentives will encourage smartwatch users to listen to wellbeing reminders**
- **Blood pressure monitoring is key for maximising Generation X's engagement in smartwatches**

Figure 25: Health metrics with wearables that are of most interest, 2022

Figure 26: Health metrics with wearables that are of most interest, for generation X, 2022

## ATTITUDES TOWARDS WEARABLE TECHNOLOGY

- **In-depth health insights could provide added motivation for older consumers to buy smartwatches**
- **Transparency functionality and lossless audio are two emerging segments of smart earbuds market**

Figure 27: Attitudes towards wearables, the cost-of-living crisis and the metaverse, 2022

Figure 28: Concern over amount of health information on wearables, 2022

## APPENDIX – DATA, SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## What's included

Executive Summary

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