

THE WEARABLE FUTURE

Consumer views on wearables beyond health and wellness



1. RISING EXPECTATIONS



2 in 5 users of wearables feel naked when not wearing them

Despite this, **1/4** who have bought wearables in the past 3 months say they failed to meet their expectations



2. WEARABLE TECH INFLECTION POINT BEYOND 2020



6 in 10 smartphone users are confident wearables will have uses beyond health and wellness

However, consumers predict that **most wearables ideas** will become mainstream beyond 2020



3. RISK OF A DATA BREACH



70% of users of wearables perceive wearables manufacturers to be very serious in protecting their data

They are **more likely to share data** with them than:

- > Doctors
- > Insurance companies
- > Internet companies



CONCLUSION

Consumers are **ready to wear connected devices** on their bodies. Despite existing challenges, the **future of the industry is set to be an exciting one**



5. INTERNET OF WEARABLE THINGS



1 in 3 smartphone users believes they will wear **at least 5 wearables** beyond 2020

74% believe wearables and sensors will help them interact with devices and objects



4. OUTSMARTING THE SMARTPHONE



43% believe smartphones will be replaced by wearables

40% of smartwatch users already interact less with smartphones

