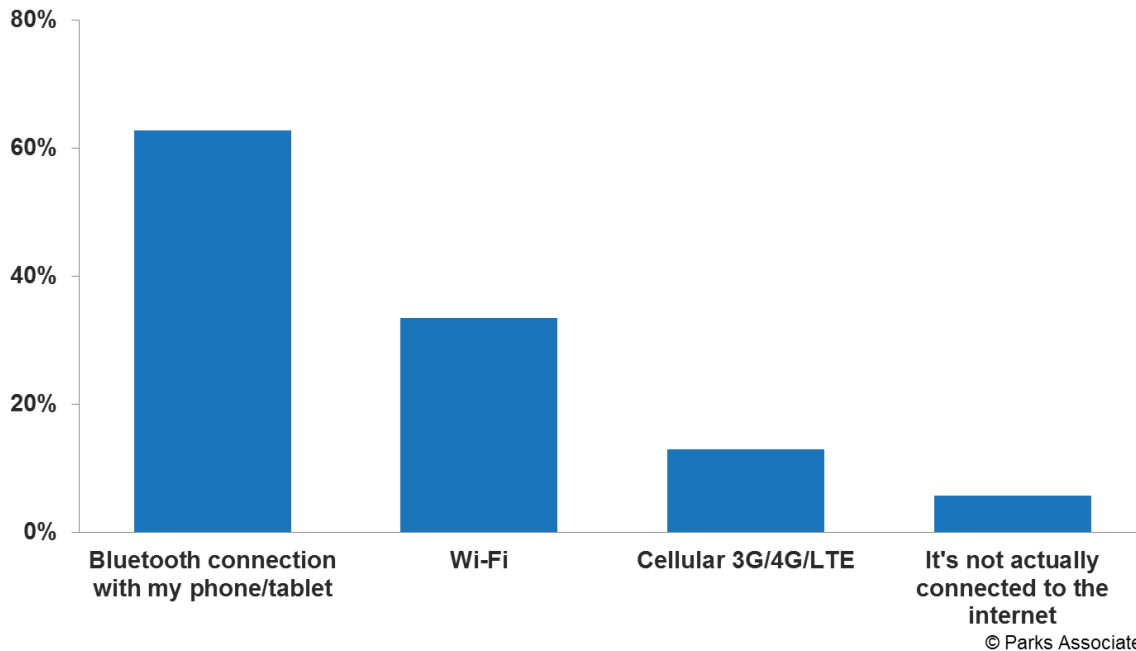


Connecting Wearable Device to Internet

Among US Broadband Households Personally Using a Wrist Wearable



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SYNOPSIS

This study examines the state of the wearables market including smart watches, fitness trackers, and GPS sports watches. The research provides insight into consumer device adoption and purchase trends, the changing nature of the wearables categories, major barriers to adoption, in-demand product features, and how the customers of the big four players – Fitbit, Apple, Samsung, and Garmin – differ in terms of their priorities and use of devices.

ANALYST INSIGHT

“The wearables space is highly competitive and rapidly evolving. Device makers are rushing to add more functionality, improve battery life, and make devices more stylish and more comfortable to wear.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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