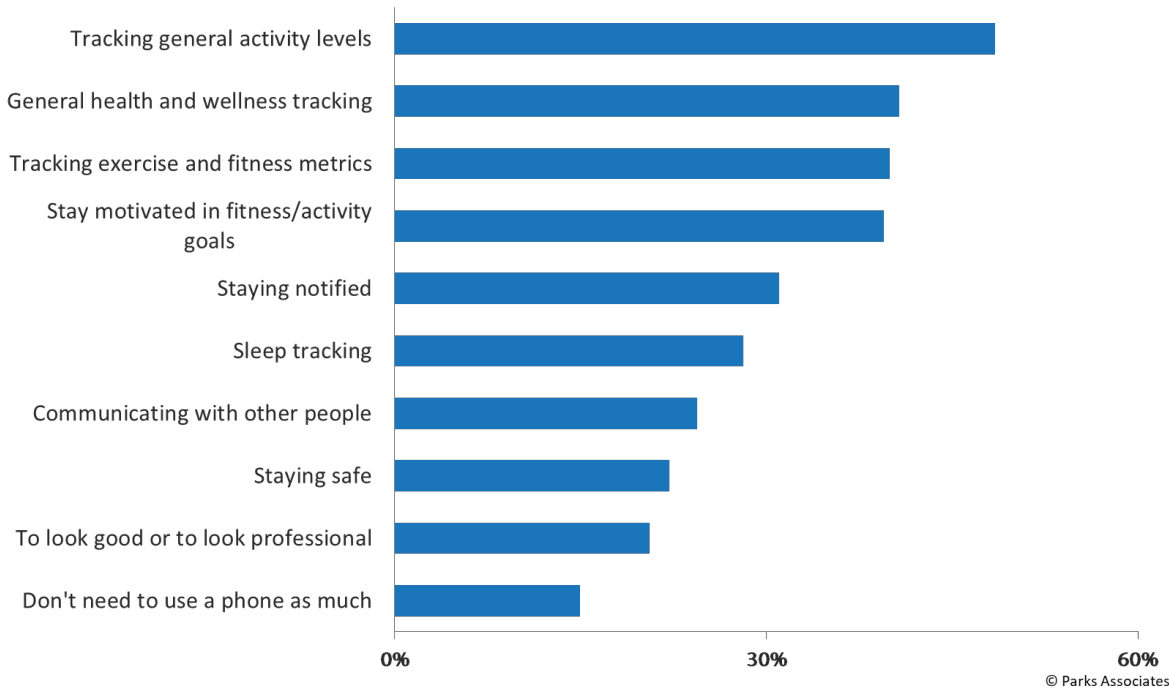


## Why Owners Use Their Wearables



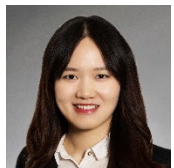
### Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics



Xiaofan Tan, Consumer Insights Analyst II



Sharon Jiang, Consumer Insights Analyst I

### Industry Analyst



Kristen Hanich, Director of Research

**Smart Product Market Assessments** provide a comprehensive and deep analysis of a single smart product market. Parks Associates analysts identify key market drivers and barriers and assesses market growth via topline market forecasts.

**Smart Watches and Wearables Market Assessment** includes consumer data for smart watches and fitness trackers, including trending data across years and deep dive questions on product usage, pain points, and preferences.

Parks Associates has determined a categorization of brands and models based on device capabilities and brand marketing. Heads of households self-reported the brand and model of personally owned wearable, and devices were categorized according to this schema.

**Smart Watches** – wearables with access to an app store and the ability to download apps,

**Fitness Trackers** – wearables without access to an app store, and no onboard GPS

**GPS Sports Watches** – wearables with onboard GPS, marketed to athletes/outdoors enthusiasts.

Number of Slides: 52

## CONTENTS

### Smart Product Market Assessments

### Survey Methodology and Definitions

- Respondent Quotas: Age, Income, Education, Gender
- Defining the Wearables Market

### Executive Summary

- Household Adoption of Wearables
- Smart Watch Purchase Channel
- Intent to Purchase Wearables in Next 6 Months
- Interest in Add-on Subscriptions Among Purchase Intenders
- Top Use Cases for Wearables Among Subscription Intenders

### Industry Benchmarks

- Smart Watch Ownership
- Growing Brand Adoption
- Smart Watch Purchase Intention
- Brand Consumer Intend to Buy
- Top Market Players
- Other Players of Note
- New Features Driving Smart Watch Adoption
- % of Prospective Buyers Who Would Pay More for a Model with Listed Features
- Smart Watch Product Forecast – United States
- Adoption by US Broadband Households
- Purchases by US Broadband Households

### Market Landscape

- Household Adoption of Wearables
- Adoption by Head of Household

- Adoption: Smart Watches, Fitness Trackers, GPS Sports Watches by Age, Income, Gender
- Average Number of Days Per Month Spent on Health and Fitness Activities
- Ownership of Wearables by Smartphone OS
- Ownership of Brands by Smartphone OS
- Wearable Brand Owned by Head of Household
- Wearables Model Owned And Used: Apple Watch Owners, Fitbit Owners, Samsung Owners
- Apple and Samsung Wearables Adopters: Age, Gender, Income
- Adoption of Multiple Brands
- Primary Wearable Brands

### Purchase Journey

- Wearables Purchase Channel: Smart Watch, Fitness Tracker, GPS Sports Watch
- Intent to Purchase Wearables in Next 6 Months
- Wearable Repeat Purchase
- Current Wearables Shoppers, Among Intenders
- Most Considered Wearable Brand
- Wearable Current Shopper by Age of Respondents
- Wearable Current Shopper by Household Income
- Brands Considered for Purchase by Wearables Owners
- Adoption Barriers
- Top Barriers by Age
- Top Barriers by Income
- Top Barriers by Gender
- Top Barriers by Adopter Segment

## Use Cases

- Why Owners Use Their Wearables
- Differences in Use Cases Among Those Age...
- Differences in Use Cases Among HHs Earning...
- Differences in Use Cases Among...
- Why Consumers Use Their Wearable Brand
- Willingness to Pay For Features in Next Wearable
- Interest in \$10 Cellular Plan for Smart Watch
- Interest in \$10 At-Home Fitness Program
- Who Are Cellular Smart Watch Intenders?: Key Demographics & Use Cases
- Who Are Fitness Subscription Intenders?
- PERS Adoption Among Consumers

## Consumer Attitudes

- Wearables Owners' Beliefs About Wearables Products: US BB HHs, Smart Watch Owners, Fitness Tracker Owners, GPS Sports Watch Owners
- Brand Owners' Beliefs About Wearables Products: US BB HHs, Apple Watch Owners, Fitbit Owners, Samsung Owners

## Appendix

## ATTRIBUTION

**Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison, TX 75001

**parksassociates.com**

**sales@parksassociates.com**

**PHONE 972.490.1113**

**Toll free 800.727.5711**

Published by Parks Associates

© 2022 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

**Printed in the United States of America.**

## DISCLAIMER

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*