WHITEPAPER

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Smart wearables... beyond mobile

This whitepaper is an extract from:

Smart Wearable Devices
Fitness, Healthcare, Entertainment & Enterprise
2013-2018

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Smart wearables... beyond mobile.

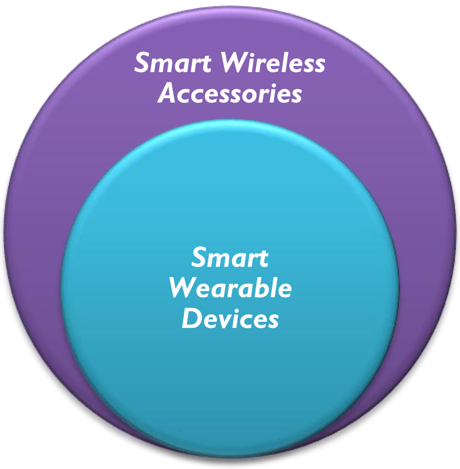
1. Introduction

Wearable devices have been in existence for a number of decades but it is only recently that they have captured the imagination of the public. These devices were predominately worn and developed within the academic community with some academics wearing computers from the late 1970s. However over the past 12 months, the mobile industry has witnessed the emergence of major players such as Apple, Google and Microsoft along with other key stakeholders, with a much more focussed approach towards 'wearable computing'. The wearable market is being viewed as the 'next big thing' within the mobile ecosystem by not just the smartphone vendors, but also app developers, content creators and advertisers.

2. Defining Wearable Devices

Juniper defines ***a 'smart wearable device' as an app-enabled computing device (that is a device which accepts input and processes that input) which is worn on, or otherwise attached to the body, while being used.*** In most cases a wearable device is also a fashion accessory. Most wearable devices are always on and accessible at any time with a constant interaction between the user and the device. This definition covers a wide range of devices from watches to displays which can either ***work independently or in conjunction with an external platform***, such as the smartphone or tablet.

Figure 1: Smart Wireless Accessories and Smart Wearables Overlap



Source: Juniper Research

The wearables market is in fact a subset of the wireless accessories market and there have already been significant numbers of deployments, particularly in the health and fitness market. Our recent Report on ***Smart Wireless Accessories: CE, Fitness, Health, Payments & Enterprise 2013-2018*** studies and forecasts the market exclusively.

3. Smart Wearables: Forecast

3.1 Wearables: Set to be a Crowded Market?

We now have key and influential players such as Google, Apple and Microsoft making key strategic moves within the wearables sector. The entrance of the likes of Apple, Microsoft and Google into the wearable market will not only create a whole new world of experience (both from a product range and an educative/marketing perspective), but these players are capable of replicating the success they have enjoyed within the smartphone ecosystem.

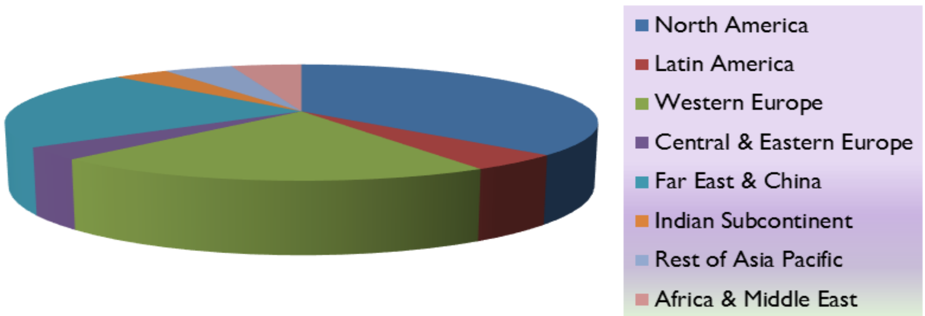
However, recent developments suggests that the wearable segment itself is going to be a crowded one similar to the smartphone market, even before the market takes off. As noted in our most recent report on ***Smart Wireless Accessories,*** these devices are becoming commonplace on the shelves of major retailers. In the last eighteen months smartphone peripheral devices are being stocked by large retailers such as in the US.

There are indications within the market that the smart watch and glasses segment indeed looks set to be a crowded one. Dell recently announced that 'they are exploring the wearable technology segment with specific interests in the smart watch'. ASUS and Microsoft also are working on similar products with specific future possibilities. ASUS is considering 'the future possibilities presented by wearable gadgets, including biometrics, voice control and flexible displays'. Other players across the value chain, including Qualcomm and Intel, are also exploring the wearable smart watch segment.

3.2 Market Forecast

Juniper Research forecasts that the retail revenue from smart wearable devices, including smart watches and glasses, will reach $19 billion by 2018 compared with $1.4 billion this year. Revenues will be driven by high price points for these devices allied to their anticipated strong market demand.

Figure: Global Smart Wearables Hardware Revenue ($m) Split by 8 Key Regions 2018: $19 Billion



Source: Juniper Research

In its latest report, Juniper Research has revised upwards the adoption of devices in the two key segments of consumer electronics 'Multimedia & Entertainment', and 'Multi-functional' devices. Revisions such as these are common in the early years of a new technology category, and reflect the latest announcements from vendors across the sector. It is worth observing that this change in adoption levels can also be attributable to heightened consumer awareness of wearable technology and a better visibility of product adoption, especially in the smart watch segment.

Order the Full Report

Smart Wearable Devices, 2013-2018

The Research

- **Second edition** of Juniper's market leading and most up to date report on smart wearable devices.
- **Sector-by-sector Trend Analysis** for key wearable device segments: Sports & Fitness, Multimedia & Entertainment, Multi-functional, Healthcare and Enterprise& Industrial.
- **Unique Market Projections** for the size and growth of these new markets, with over 25 forecast tables and over 1,250 unique data points in the report.
- **Barrier Analysis & Expert Recommendations** based on recent market developments, for stakeholders to succeed in a soon to be crowded market place.
- Available in **pdf** and **Excel** format

What's in this Edition?

- **New Interactive Forecast Excel**
  - Over 15 What-if-analyses and 6,500 Unique Data Points.
  - Country level data for Canada, China, Germany, Japan, South Korea, UK and US.
- **The Report**
  - This edition includes new and revised forecasts for consumer electronics 'Multimedia & Entertainment', and 'Multi-functional' wearables such as smart glasses and watches, reflecting the latest announcements from vendors across the sector.
  - New chapter providing expert analysis of the relevant business models offering strategic recommendations for stakeholders.
- New social, legal and technological barriers identified.

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