

WEARABLES

Where is the market for wearables headed in 2017?

The wearables market in Europe grew **+45%** in 2016 with sales of **13 million units.**



Great Britain is the largest market in Europe. Health and fitness trackers represent

53% of the market, followed by smartwatches with **32%.**



In Asia, the market grew **+51%** in 2016 to sales of **42 million units.**

Health and fitness trackers represent **55%** of the wearables market, followed by locators at **24%** and smartwatches at **17%.**



33% of consumers track or monitor their health or fitness via an online or mobile application, fitness band, clip or smartwatch.

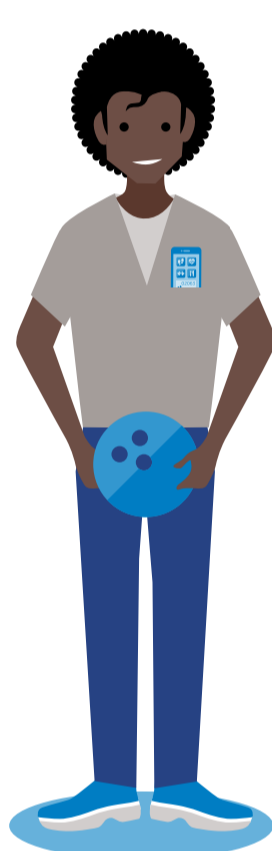
Of those, **55%** said one of their reasons for doing this was "to maintain or improve my physical condition and fitness", making this the most popular answer.



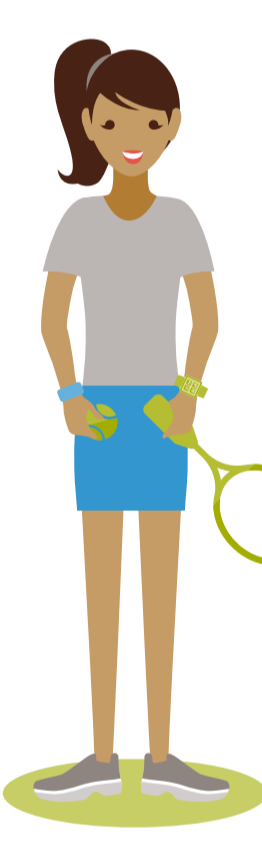
Use of wearables by country to monitor health/fitness:¹



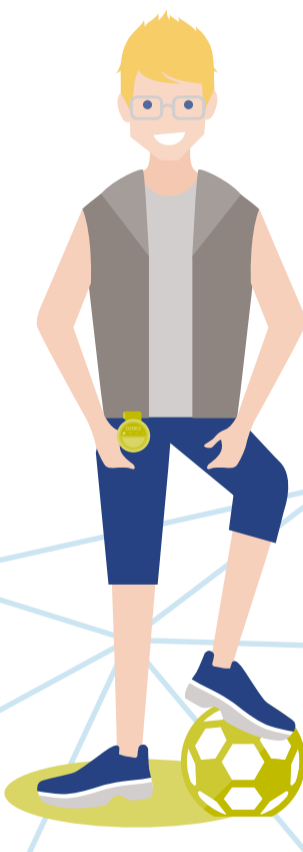
45%
China



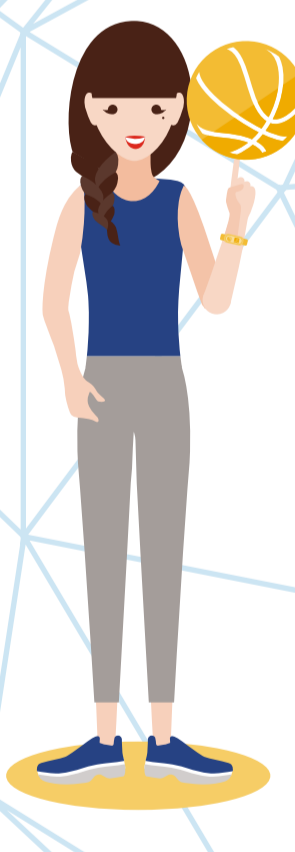
29%
US



29%
Brazil



28%
Germany

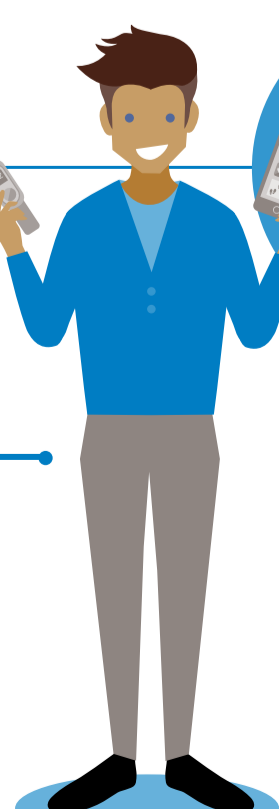


26%
France

Our wearables experts say:

Manufacturers and retailers need to understand **real-life wearable users.**

WHAT DO THEY USE AND WHY?



This is the **basis** for evolving the market and tailoring it to a varied audience to increase appeal.

Source: ¹ GfK quantitative online survey amongst 4,900+ internet users aged 15+ in 16 countries who currently track their health or fitness; multiple answers allowed, 2016