

# **Global Wearable Devices Market: Trends & opportunities (2014-2019)**

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## **Abstracts**

### **Scope of the Report**

The report titled “Global Wearable Device Market: Trends and Opportunities (2014-2019)” provides an in-depth analysis of major wearable devices like SmartWatch, iWatch, Fitness Trackers, Google glass etc. It also assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2014-19). Further, key players of the industry like Himax Technologies, Invensense Inc and CSR plc. have been profiled.

### **Application Coverage**

Fitness Tracker Wearable Devices

Non SmartWatches Wearable Devices

SmartWatches Wearable Devices

Smartglasses Wearable Devices

Other Wearable Devices

### **Company Coverage**

Himax Technologies

Invensense Inc.

CSR plc.

## **Executive Summary**

The global wearable devices market is growing steadily, but it holds immense business potential with the rapid pace of innovation and wider acceptance. Currently, wearable devices are still in its early stage, with most devices being launched for healthcare or sports activities. Several fitness-related wearable devices were launched in 2013 and it is believed that more smart bracelets, watches and other products will drive rapid growth in the wearable device market.

Wearable devices will generate market potential for IOT (Internet of Other Things) demand, as these devices facilitate the connection of places, people and things. Broadly, the key factors that will drive the growth of global wearable devices industry are introduction of innovative products, convenience of carrying, wearables being used for business purposes and ease of entry of new players. The recent years have seen the entry of many smaller companies in different application sectors and producing innovative products using wearable technology.

However, washability of wearable devices, privacy concerns, battery back-up and lack of wider social acceptability and several other issues pose major challenge to the growth of this business. Major trends prevailing in the global wearable devices market are bracelets dominating the market, planned introduction of iTV 4G by Apple and cloud computing being touted as the next IT wave.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. INTRODUCTION**

#### 2.1 Popular Wearable Devices and their features

### **3. GLOBAL WEARABLE DEVICES MARKET ANALYSIS**

#### 3.1 Global Wearable Devices Market Size by Value

#### 3.2 Global Wearable Devices Market Size by Volume

### **4. GLOBAL WEARABLE DEVICES MARKET ANALYSIS: BY APPLICATION**

#### 4.1 Market for Fitness Tracker Wearable Device

#### 4.2 Market for Non Apple Smart watch Wearable Device

#### 4.3 Market for iwatch Wearable Device

#### 4.4 Market for Smart glass Wearable Device

#### 4.5 Market for Others Wearable Device

### **5. GLOBAL WEARABLE DEVICES MARKET: GROWTH DRIVERS AND CHALLENGES**

#### 5.1 Growth Drivers

- Fast Growing US market

- Wearables are used for Business purposes

- Easy to Carry

- New Entrants

#### 5.2 Market Challenges

### **6. GLOBAL WEARABLE DEVICES MARKET TRENDS**

#### 6.1 Bracelets dominate the market

#### 6.2 Apple plans to introduce an iTV 4G

#### 6.3 Cloud computing is the next IT wave

#### 6.4 Applications and games for wearable devices

#### 6.5 Flexible display is key for Wearable Technology Market

#### 6.6 Fitness Applications

## **7. COMPETITIVE LANDSCAPE: GLOBAL WEARABLE DEVICES MARKET**

## **8. COMPANY PROFILES: GLOBAL WEARABLE DEVICES MARKET**

### **8.1 Himax Technology**

#### **8.1.1 Business Overview**

#### **8.1.2 Financial Overview**

#### **8.1.3 Business Strategies**

### **8.2 Invensense Inc**

#### **8.2.1 Business Overview**

#### **8.2.2 Financial Overview**

#### **8.2.3 Business Strategies**

### **8.3 CSR plc**

#### **8.3.1 Business Overview**

#### **8.3.2 Financial Overview**

#### **8.3.3 Business Strategies**

## Figures & Tables

### LIST OF FIGURES AND TABLES

Figure 1: Features of Wearable Technology

Table 1: Players involved in Smartwatch Market

Figure 2: Market Share of Smart watch Industry 2013 (in %)

Table 2: Current SmartWatches in the Market – Launch and Features

Table 3: Google Glass Specifications

Table 4: Players in the Fitness Tracker Market

Figure 3: Global Wearable Devices Market- by value (in US \$ billions)

Figure 4: Global Wearable Devices Market- by volume (in million units)

Figure 5: Market for Fitness Tracker Wearable Device- by volume (in mn units)

Figure 6: Market for Non Apple Smart watch Wearable Device- by volume (Million units)

Figure 7: Market for iwatch wearable device (in million units)

Figure 8: Market for Smart glass Wearable Device (in million units)

Figure 9: Market for other wearable Markets (in million units)

Figure 10: Market share of Wearable Devices- by application in 2013 (in %)

Figure 11: Market share of Wearable Devices- by application in 2015 (in %)

Figure 12: Market share of Wearable Devices- by application in 2017 (in %)

Figure 13: US Market for Wearable Devices - by value (2009-2014E)

Table 5: Leading Players of Global Wearable Devices Market

Table 6: Wearable Devices Industry: Key Players and their product areas

Table 7: Wearable Devices Industry: Sales of Leading Companies

Table 8: Products offered by Himax Technology

Figure 14: Revenue of Himax Technologies- Consumer electronic products FY 2011-13 (in US\$ millions)

Figure 15: Revenue of Himax Technologies- by segment, 2013 (US\$ millions)

Table 9: Products offered by InvenSense

Figure 16: Revenue of Invensense- Consumer electronic products FY 2011-13 56 (in US\$ millions)

Figure 17: Revenue of Invensense International- by segment, 2013 (US\$ millions)

Table 10: Products offered by CSR

Figure 18: Revenue of CSR plc- Consumer Segment FY 2012-13 61 (in US\$ millions)

Figure 19: Operating Profit of CRS plc- consumer segment (US\$ millions)

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