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Sport Going Digital: A Driver for Wearables

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Abstracts

This report analyses the digital services and technologies deployed in sport. Particular emphasis is given to wearables, which now account for the majority of products marketed in connected sport.

The report provides an overview of the services and technologies that accompany connected sport.

It goes on to present the positioning and strategies of the main players along the market's value chain.

Lastly, the report provides an estimate of the market up to 2021, and analyses the obstacles and incentives affecting its development.

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