

Enterprise Wearables Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/E84B5177DCF5EN.html>

Date: June 2023

Pages: 139

Price: US\$ 2,499.00 (Single User License)

ID: E84B5177DCF5EN

Abstracts

The global enterprise wearables market size reached US\$ 4.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 40.3 Billion by 2028, exhibiting a growth rate (CAGR) of 40.1% during 2023-2028.

Ensuring the safety of employees currently remains a top priority to prevent workplace injuries, illnesses, and deaths. As a result, there is a rise in the usage of wearable devices in telecommunications, infotainment, healthcare, information technology (IT), automotive, and transportation sectors across the globe. Wearable devices provide employers with real-time insights that help improve the productivity and performance of employees. They also track information related to the health and fitness of employees as a part of their wellness program.

Enterprise Wearables Market Trends:

Rising advancements in sensor technology represent one of the key factors propelling the growth of the market. Moreover, enterprise wearables include fitness trackers, implantable wearables, smart rings, glasses, and clothing, which offer information about heart rate, blood pressure, and the body temperature of workers. They also comprise exoskeletons, wearable robots, and patches to control the position of the body while lifting heavy objects. Besides this, enterprise wearables, such as headsets with embedded hand-free microphones, are convenient and ease communication between workers without causing a distraction during work. Apart from this, the usage of virtual reality (VR) and augmented reality (AR) helmets facilitate the training of workers on complicated operations before performing them, thereby reducing the likelihood of injury. In addition, enterprise wearables provide data about the temperature, atmospheric pressure, and level of radiation at the worksite, which enables enterprises

to prevent emergencies and organize the evacuation of workers timely. These advantages are driving the sales of enterprise wearables worldwide. Furthermore, the increasing utilization of these wearables by healthcare providers to receive push notifications from patients in need of immediate assistance is projected to positively influence the market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global enterprise wearables market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, technology and end user.

Breakup by Product Type:

- Wrist Wear
- Eye Wear
- Head Wear
- Others

Breakup by Technology:

- Bluetooth
- Internet of Things (IoT)

Breakup by End User:

- Manufacturing
- Healthcare
- Retail
- Aerospace and Defense
- IT and Telecom
- Others

Breakup by Region:

- North America
- United States
- Canada
- Asia-Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, Apple Inc., AT&T Inc., EnOcean GmbH, Eurotech S.p.A., Fossil Group Inc., Google LLC, Samsung Electronics Co. Ltd., Seiko Epson Corporation, Sony Corporation, Texas Instruments Incorporated and Xiaomi Inc.

Key Questions Answered in This Report:

How has the global enterprise wearables market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global enterprise wearables market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the technology?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global enterprise wearables market and who are the key players?

What is the degree of competition in the industry?

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