

# **Wearable Computing Market by Application (Fitness and Wellness, Medical and Healthcare, Enterprise and Industrial, Infotainment, and Others), by Technology (Computing, Display, Networking, and Others), & Geography - Global Forecast to 2020**

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## **Abstracts**

Wearable computing refers to electronic technologies that are incorporated into clothing and accessories which are worn on the body comfortably. The wearable devices primarily perform most of the computing tasks as mobile phones or laptops; however in some cases these devices outperform the hand-held devices. The implication and uses of wearable technologies have a widespread influence in the field of healthcare and medical, fitness and wellness, infotainment, military, and industrial applications among others. In simple terms, wearable devices make things easier by offering several computing features in various day-to-day applications due to the integration of computing and communication devices.

The global wearable computing market is expected to reach \$34.61 billion by 2020, at a CAGR of 20.7% between 2015 and 2020.

The global wearable computing market has been segmented into three categories that include application, technology, and geography. The application segment is classified into fitness and wellness, medical and healthcare, enterprise and industrial, infotainment and others. The application category is further segmented by various types of products, which include wristbands, smart clothing, foot wear, smart watches, and smart glasses among others. The technology segment is classified into computing technologies, display technologies, networking technologies, and others. The wearable computing market has also been segmented on the basis of geography which includes the Americas, Europe, APAC, and RoW.

The major players that offer various products in the wearable computing market are Adidas AG (Germany), Apple, Inc. (U.S.), Fitbit, Inc. (U.S.), Pebble Technology Corporation (U.S.), Garmin Ltd. (U.S.), Jawbone (U.S.), LG Electronics, Inc. (South Korea), Motorola Mobility Holdings, Inc. (U.S.), Sony Corporation (Japan), and Samsung Electronics Co., Ltd. (South Korea) among others.

## Contents

### 1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.2 Key industry insights
    - 2.1.2.3 Breakdown of Primaries Interviews: By Company Type, Designation, and Region
- 2.2 FACTOR ANALYSIS
  - 2.2.1 INTRODUCTION
  - 2.2.2 DEMAND-SIDE ANALYSIS
    - 2.2.2.1 Growing demand for wearable devices
  - 2.2.3 SUPPLY-SIDE ANALYSIS
    - 2.2.3.1 Increase in the number of product launches in the wearable computing market
    - 2.2.3.2 Growing usage of wearable devices in military
- 2.3 MARKET SIZE ESTIMATION
  - 2.3.1 BOTTOM-UP APPROACH
  - 2.3.2 TOP-DOWN APPROACH
- 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.5 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN WEARABLE COMPUTING
- 4.2 WEARABLE COMPUTING MARKET: BY APPLICATION
- 4.3 WEARABLE COMPUTING MARKET IN THE ASIA-PACIFIC REGION
- 4.4 WEARABLE COMPUTING FITNESS AND WELLNESS APPLICATION MARKET, BY GEOGRAPHY
- 4.5 LIFE CYCLE ANALYSIS, BY GEOGRAPHY

## **5 MARKET OVERVIEW**

### **5.1 MARKET SEGMENTATION**

- 5.1.1 WEARABLE COMPUTING MARKET, BY APPLICATION
- 5.1.2 WEARABLE COMPUTING MARKET, BY TECHNOLOGY
- 5.1.3 WEARABLE COMPUTING MARKET, BY GEOGRAPHY

### **5.2 MARKET EVOLUTION**

### **5.3 MARKET DYNAMICS**

#### **5.3.1 DRIVERS**

- 5.3.1.1 Increasing adoption of smartwatches and wristbands in consumer market
- 5.3.1.2 Rising focus towards communication, networking, and recognition

technologies for wearables

- 5.3.1.3 Growing popularity of Internet of Things
- 5.3.1.4 Increasing popularity of wearable health and medical devices.

#### **5.3.2 RESTRAINTS**

- 5.3.2.1 High initial price range of body and eye wear
- 5.3.2.2 Power consumption and limited battery life
- 5.3.2.3 Social acceptance factor

#### **5.3.3 OPPORTUNITIES**

- 5.3.3.1 Penetration of Smart Clothing in the European region with increased funding
- 5.3.3.2 Development of key enabling technologies
- 5.3.3.3 Increasing adoption of wearables in multiple application areas

#### **5.3.4 CHALLENGES**

- 5.3.4.1 Technical difficulties
- 5.3.4.2 Device protection and thermal consideration

#### **5.3.5 BURNING ISSUE**

- 5.3.5.1 Unaddressed regulatory issues

#### **5.3.6 WINNING IMPERATIVE**

5.3.6.1 Investment from major players such as Google, Microsoft, Apple, Motorola, and various fitness devices manufacturers

## **6 INDUSTRY TRENDS**

### 6.1 INTRODUCTION

### 6.2 VALUE CHAIN ANALYSIS

### 6.3 PORTER'S FIVE FORCES ANALYSIS

#### 6.3.1 INTENSITY OF COMPETITIVE RIVALRY

#### 6.3.2 THREAT OF SUBSTITUTES

#### 6.3.3 BARGAINING POWER OF BUYERS

#### 6.3.4 BARGAINING POWER OF SUPPLIERS

#### 6.3.5 THREAT OF NEW ENTRANTS

### 6.4 STRATEGIC BENCHMARKING

#### 6.4.1 TECHNOLOGY INTEGRATION AND PRODUCT ENHANCEMENT

## **7 WEARABLE COMPUTING MARKET, BY APPLICATION**

### 7.1 INTRODUCTION

### 7.2 FITNESS AND WELLNESS APPLICATION

#### 7.2.1 WRISTBANDS

#### 7.2.2 SMART CLOTHING

#### 7.2.3 FOOTWEAR

#### 7.2.4 OTHERS

### 7.3 MEDICAL AND HEALTHCARE

#### 7.3.1 CONTINUOUS GLUCOSE MONITORS

#### 7.3.2 DRUG DELIVERY PRODUCTS

#### 7.3.3 ECG MONITORING

#### 7.3.4 OTHERS

### 7.4 ENTERPRISE AND INDUSTRIAL

#### 7.4.1 HAND-WORN TERMINALS

#### 7.4.2 OTHERS

### 7.5 INFOTAINMENT

#### 7.5.1 SMARTWATCHES

#### 7.5.2 AUGMENTED REALITY DEVICES

##### 7.5.2.1 HEAD-UP DISPLAYS

##### 7.5.2.2 HEAD-MOUNTED DISPLAYS

##### 7.5.2.3 SMART GLASSES

### 7.6 OTHERS

## **8 WEARABLE COMPUTING MARKET, BY TECHNOLOGY**

## 8.1 INTRODUCTION

### 8.1.1 COMPUTING TECHNOLOGIES

#### 8.1.1.1 WEARABLE COMPUTERS

### 8.1.2 DISPLAY TECHNOLOGIES

#### 8.1.2.1 VIRTUAL REALITY

#### 8.1.2.2 AUGMENTED REALITY

### 8.1.3 NETWORKING TECHNOLOGIES

#### 8.1.3.1 BLUETOOTH

#### 8.1.3.2 Wi-Fi

#### 8.1.3.3 OTHERS

### 8.1.4 OTHER TECHNOLOGIES

## 9 GEOGRAPHIC ANALYSIS

### 9.1 INTRODUCTION

### 9.2 THE AMERICAS

#### 9.2.1 U.S.

#### 9.2.2 CANADA

#### 9.2.3 MEXICO

### 9.3 EUROPE

#### 9.3.1 U.K.

#### 9.3.2 GERMANY

#### 9.3.3 FRANCE

#### 9.3.4 REST OF EUROPE

### 9.4 ASIA-PACIFIC

#### 9.4.1 CHINA

#### 9.4.2 JAPAN

#### 9.4.3 SOUTH KOREA

#### 9.4.4 INDIA

#### 9.4.5 REST OF APAC

### 9.5 REST OF THE WORLD (ROW)

#### 9.5.1 MIDDLE EAST

#### 9.5.2 AFRICA

## 10 COMPETITIVE LANDSCAPE

### 10.1 OVERVIEW

### 10.2 MARKET RANKING FOR WEARABLE COMPUTING MARKET, 2014

### 10.3 COMPETITIVE SCENARIO

## 10.4 RECENT DEVELOPMENTS

### 10.4.1 NEW PRODUCT LAUNCHES

### 10.4.2 PARTNERSHIPS, AGREEMENTS, AND CONTRACTS & COLLABORATIONS

### 10.4.3 MERGERS AND ACQUISITIONS

## 11 COMPANY PROFILES

(Overview, Products and Services, Financials, Strategy & Development)\*

### 11.1 INTRODUCTION

### 11.2 ADIDAS AG

### 11.3 APPLE INC.

### 11.4 BOSTON SCIENTIFIC CORPORATION

### 11.5 FITBIT INC.

### 11.6 GARMIN, LTD.

### 11.7 JAWBONE

### 11.8 LG ELECTRONICS, INC.

### 11.9 MOTOROLA MOBILITY HOLDINGS, INC.

### 11.10 NIKE, INC.

### 11.11 PEBBLE TECHNOLOGY, CORPORATION

### 11.12 SAMSUNG ELECTRONICS CO., LTD

### 11.13 SONY CORPORATION

### 11.14 ZEPHYR TECHNOLOGY CORPORATION

\*Details on Overview, Products and Services, Financials, Strategy & Development might not be Captured in case of Unlisted Companies.

## 12 APPENDIX

### 12.1 INSIGHTS OF INDUSTRY EXPERTS

### 12.2 DISCUSSION GUIDE

### 12.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

### 12.4 AVAILABLE CUSTOMIZATIONS

### 12.5 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 ADOPTION OF SMARTWATCHES AND WRISTBANDS IN THE CONSUMER MARKET PROPELS THE GROWTH OF WEARABLE COMPUTING MARKET

Table 2 HIGH INITIAL PRICE S ACT AS A HINDRANCE TO THE WEARABLE COMPUTING MARKET

Table 3 PENETRATION OF SMART CLOTHING IN THE EUROPEAN REGION WITH INCREASED FUNDING, IS A HUGE OPPORTUNITY FOR THE WEARABLE COMPUTING MARKET

Table 4 LIST OF PROJECTS FUNDED BY THE EUROPEAN UNION

Table 5 THE PORTER'S FIVE FORCES ANALYSIS: HIGH DEGREE OF COMPETITION IS LIKELY TO HAVE MAXIMUM IMPACT ON THE OVERALL MARKET, 2014

Table 6 WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (\$MILLION)

Table 7 WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (MILLION UNITS)

Table 8 WEARABLE FITNESS & WELLNESS COMPUTING APPLICATION MARKET, 2013 – 2020 (\$MILLION)

Table 9 WEARABLE FITNESS & WELLNESS COMPUTING APPLICATION MARKET, 2013 – 2020 (MILLION UNITS)

Table 10 WEARABLE FITNESS & WELLNESS COMPUTING MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 11 WEARABLE FITNESS & WELLNESS COMPUTING MARKET, BY GEOGRAPHY, 2013 – 2020 (MILLION UNITS)

Table 12 WEARABLE MEDICAL & HEALTHCARE APPLICATION MARKET, 2013 – 2020 (\$MILLION)

Table 13 WEARABLE MEDICAL & HEALTHCARE APPLICATION MARKET, 2013 – 2020 (THOUSAND UNITS)

Table 14 WEARABLE MEDICAL & HEALTHCARE APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 15 WEARABLE MEDICAL & HEALTHCARE APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (THOUSAND UNITS)

Table 16 WEARABLE ENTERPRISE & INDUSTRIAL APPLICATION MARKET, 2013 – 2020 (\$MILLION)

Table 17 WEARABLE ENTERPRISE & INDUSTRIAL APPLICATION MARKET, 2013 – 2020 (THOUSAND UNITS)



Table 18 WEARABLE ENTERPRISE & INDUSTRIAL MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 19 WEARABLE ENTERPRISE & INDUSTRIAL MARKET, BY GEOGRAPHY, 2013 – 2020 (THOUSAND UNITS)

Table 20 WEARABLE INFOTAINMENT APPLICATION MARKET, 2013 – 2020 (\$MILLION)

Table 21 WEARABLE INFOTAINMENT APPLICATION MARKET, 2013 – 2020 (MILLION UNITS)

Table 22 WEARABLE INFOTAINMENT APPLICATION MARKET, BY AUGMENTED REALITY DEVICES, 2013 – 2020 (\$MILLION)

Table 23 WEARABLE INFOTAINMENT APPLICATION MARKET, BY AUGMENTED REALITY DEVICES, 2013 – 2020 (THOUSAND UNITS)

Table 24 WEARABLE INFOTAINMENT APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 25 WEARABLE INFOTAINMENT APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (MILLION UNITS)

Table 26 WEARABLE COMPUTING OTHERS APPLICATION MARKET, 2013 – 2020 (\$MILLION)

Table 27 WEARABLE COMPUTING OTHERS APPLICATION MARKET, 2013 – 2020 (MILLION UNITS)

Table 28 WEARABLE COMPUTING OTHERS APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 29 WEARABLE COMPUTING OTHERS APPLICATION MARKET, BY GEOGRAPHY, 2013 – 2020 (THOUSAND UNITS)

Table 30 WEARABLE COMPUTING MARKET, BY GEOGRAPHY, 2013 – 2020 (\$MILLION)

Table 31 WEARABLE COMPUTING MARKET, BY GEOGRAPHY, 2013 – 2020 (MILLION UNITS)

Table 32 THE AMERICAS WEARABLE COMPUTING MARKET, BY REGION, 2013 – 2020 (\$MILLION)

Table 33 THE AMERICAS WEARABLE COMPUTING MARKET, BY REGION, 2013 – 2020 (MILLION UNITS)

Table 34 THE AMERICAS WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (\$MILLION)

Table 35 THE AMERICAS WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (MILLION UNITS)

Table 36 THE AMERICAS WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (\$MILLION)

Table 37 THE AMERICAS WEARABLE COMPUTING MARKET, BY APPLICATION,

2013 – 2020 (MILLION UNITS)

Table 38 THE AMERICAS WEARABLE COMPUTING MARKET, BY FITNESS & WELLNESS APPLICATION, 2013 – 2020 (\$MILLION)

Table 39 THE AMERICAS WEARABLE COMPUTING MARKET, BY MEDICAL & HEALTHCARE APPLICATION, 2013 – 2020 (\$MILLION)

Table 40 THE AMERICAS WEARABLE COMPUTING MARKET, BY ENTERPRISE & INDUSTRIAL APPLICATION, 2013 – 2020 (\$MILLION)

Table 41 THE AMERICAS WEARABLE COMPUTING MARKET, BY INFOTAINMENT APPLICATION, 2013 – 2020 (\$MILLION)

Table 42 THE AMERICAS WEARABLE COMPUTING MARKET, BY OTHERS APPLICATION, 2013 – 2020 (\$MILLION)

Table 43 EUROPE WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (\$MILLION)

Table 44 EUROPE WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (MILLION UNITS)

Table 45 EUROPE WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (\$MILLION)

Table 46 EUROPE WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (THOUSAND UNITS)

Table 47 EUROPE WEARABLE COMPUTING MARKET, BY FITNESS & WELLNESS APPLICATION, 2013 – 2020 (\$MILLION)

Table 48 EUROPE WEARABLE COMPUTING MARKET, BY MEDICAL & HEALTHCARE APPLICATION, 2013 – 2020 (\$MILLION)

Table 49 EUROPE WEARABLE COMPUTING MARKET, BY ENTERPRISE & INDUSTRIAL APPLICATION, 2013 – 2020 (\$MILLION)

Table 50 EUROPE WEARABLE COMPUTING MARKET, BY INFOTAINMENT APPLICATION, 2013 – 2020 (\$MILLION)

Table 51 EUROPE WEARABLE COMPUTING MARKET, BY OTHERS APPLICATION, 2013 – 2020 (\$MILLION)

Table 52 APAC WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (\$MILLION)

Table 53 APAC WEARABLE COMPUTING MARKET, BY COUNTRY, 2013 – 2020 (MILLION UNITS)

Table 54 APAC WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (\$MILLION)

Table 55 APAC WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (THOUSAND UNITS)

Table 56 APAC WEARABLE COMPUTING MARKET, BY FITNESS & WELLNESS APPLICATION, 2013 – 2020 (\$MILLION)

Table 57 APAC WEARABLE COMPUTING MARKET, BY MEDICAL & HEALTHCARE APPLICATION, 2013 – 2020 (\$MILLION)

Table 58 APAC WEARABLE COMPUTING MARKET, BY ENTERPRISE & INDUSTRIAL APPLICATION, 2013 – 2020 (\$MILLION)

Table 59 APAC WEARABLE COMPUTING MARKET, BY INFOTAINMENT APPLICATION, 2013 – 2020 (\$MILLION)

Table 60 APAC WEARABLE COMPUTING MARKET, BY OTHERS APPLICATION, 2013 – 2020 (\$MILLION)

Table 61 ROW WEARABLE COMPUTING MARKET, BY REGION, 2013 – 2020 (\$MILLION)

Table 62 ROW WEARABLE COMPUTING MARKET, BY REGION, 2013 – 2020 (MILLION UNITS)

Table 63 ROW WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (\$MILLION)

Table 64 ROW WEARABLE COMPUTING MARKET, BY APPLICATION, 2013 – 2020 (THOUSAND UNITS)

Table 65 ROW WEARABLE COMPUTING MARKET, BY FITNESS & WELLNESS APPLICATION, 2013 – 2020 (\$MILLION)

Table 66 ROW WEARABLE COMPUTING MARKET, BY MEDICAL & HEALTHCARE APPLICATION, 2013 – 2020 (\$MILLION)

Table 67 ROW WEARABLE COMPUTING MARKET, BY ENTERPRISE & INDUSTRIAL APPLICATION, 2013 – 2020 (\$MILLION)

Table 68 ROW WEARABLE COMPUTING MARKET, BY INFOTAINMENT APPLICATION, 2013 – 2020 (\$MILLION)

Table 69 ROW WEARABLE COMPUTING MARKET, BY OTHERS APPLICATION, 2013 – 2020 (\$MILLION)

Table 70 MARKET RANKING OF THE TOP 5 PLAYERS IN THE WEARABLE COMPUTING MARKET, 2014

Table 71 NEW PRODUCT LAUNCHES, 2013-2015

## List Of Figures

### LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 WEARABLE DEVICES MARKET SIZE, 2010-2012

Figure 3 PRODUCT LAUNCHES IN THE WEARABLE COMPUTING MARKET, 2013-2015

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 ASSUMPTIONS FOR THE RESEARCH STUDY

Figure 7 INFOTAINMENT APPLICATION ACCOUNTED FOR THE MAXIMUM MARKET SHARE IN WEARABLE COMPUTING MARKET IN 2014

Figure 8 SMARTWATCHES SEGMENT IS EXPECTED TO WITNESS HIGHER GROWTH RATE IN COMPARISON TO AUGMENTED REALITY DEVICES SEGMENT

Figure 9 HAND-WORN TERMINALS SEGMENT IS ESTIMATED TO ACCOUNT FOR THE HIGHEST MARKET VALUE IN THE ENTERPRISE AND INDUSTRIAL APPLICATION DURING THE FORECAST PERIOD

Figure 10 APAC REGION WEARABLE COMPUTING MARKET ANALYSIS, BY COUNTRY, 2014

Figure 11 GLOBAL WEARABLE COMPUTING MARKET SHARE, BY GEOGRAPHY, 2014

Figure 12 INCREASING ADOPTION OF SMARTWATCHES, FITNESS BANDS, AND SMART CLOTHING PROVIDE OPPORTUNITIES IN WEARABLE COMPUTING

Figure 13 THE ENTERPRISE AND INDUSTRIAL SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 14 WRISTBANDS MARKET FOR WEARABLE COMPUTING IS ESTIMATED TO CAPTURE THE LION'S SHARE IN THE EMERGING ASIA-PACIFIC MARKET, 2015

Figure 15 APAC IS PROJECTED TO GROW AT THE HIGHEST CAGR AS COMPARED TO OTHER REGIONS FROM 2015 TO 2020

Figure 16 THE WEARABLE COMPUTING MARKET IS IN GROWING STAGE IN THE APAC REGION, 2015

Figure 17 WEARABLE COMPUTING MARKET: SEGMENTATION

Figure 18 BY APPLICATION

Figure 19 BY TECHNOLOGY

Figure 20 BY GEOGRAPHY

Figure 21 EVOLUTION OF THE WEARABLE COMPUTING MARKET

Figure 22 MARKET DYNAMICS: OVERVIEW

Figure 23 SMARTWATCH SHIPMENTS BY COMPANY, 2014

Figure 24 SHARE OF AMERICANS, WHO OWNED DIFFERENT MEDICAL AND HEALTH WEARABLE DEVICES IN 2014

Figure 25 AVERAGE MARKET PRICES FOR VARIOUS WEARABLE DEVICES

Figure 26 LIFE CYCLE OF WEARABLE PRODUCTS, 2014

Figure 27 VALUE CHAIN ANALYSIS: MAJOR VALUE IS ADDED DURING THE ASSEMBLY AND DISTRIBUTION PHASES

Figure 28 THE PORTER'S FIVE FORCES ANALYSIS:

Figure 29 WEARABLE COMPUTING MARKET: PORTER'S FIVE FORCES ANALYSIS

Figure 30 INTENSITY OF COMPETITIVE RIVALRY: HIGH COMPETITION IN THE MARKET DUE TO THE NEW PRODUCT LAUNCHES AND INNOVATIONS

Figure 31 THREAT OF SUBSTITUTES WILL BE HIGH DUE TO AVAILABILITY OF SUBSTITUTE PRODUCTS

Figure 32 BARGAINING POWER OF BUYERS: AS THE ADOPTION RATE OF BUYERS IS HIGH, THEY WILL HAVE A HIGH BARGAINING POWER

Figure 33 BARGAINING POWER OF SUPPLIERS: TECHNOLOGICAL FACTORS IN WEARABLES WILL DRIVE THE MARKET FOR SUPPLIERS DURING THE FORECAST PERIOD

Figure 34 THREAT OF NEW ENTRANTS: WITH INNOVATIVE PRODUCT DEVELOPMENTS NEW ENTRANTS ARE LIKELY TO ENTER THIS MARKET

Figure 35 STRATEGIC BENCHMARKING: KEY PLAYERS LARGELY ADOPTED

ORGANIC GROWTH STRATEGIES SUCH AS NEW PRODUCT LAUNCHES

Figure 36 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY APPLICATION

Figure 37 INFOTAINMENT APPLICATION: LARGEST MARKET SHARE IN THE WEARABLE COMPUTING MARKET BETWEEN 2014 AND 2020

Figure 38 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY FITNESS AND WELLNESS APPLICATION

Figure 39 SMART CLOTHING IS EXPECTED TO GROW AT THE HIGHEST CAGR IN FITNESS AND WELLNESS APPLICATION MARKET FROM 2014 TO 2020

Figure 40 THE AMERICAS: EXPECTED TO GROW AT A HIGHEST MARKET VALUE IN THE FITNESS AND WELLNESS MARKET BETWEEN 2014 AND 2020

Figure 41 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY MEDICAL AND HEALTHCARE APPLICATION

Figure 42 ECG MONITORS: EXPECTED TO GROW AT THE HIGHEST CAGR IN THE MEDICAL AND HEALTHCARE APPLICATION MARKET BETWEEN 2014 AND 2020

Figure 43 THE AMERICAS: EXPECTED TO GROW AT THE HIGHEST MARKET VALUE IN THE MEDICAL AND HEALTHCARE APPLICATION MARKET BETWEEN 2014 AND 2020

Figure 44 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY ENTERPRISE AND INDUSTRIAL APPLICATION

Figure 45 HAND-WORN TERMINALS SEGMENT IS EXPECTED TO GROW AT THE HIGHEST MARKET VALUE IN THE ENTERPRISE AND INDUSTRIAL MARKET FROM 2014 TO 2020

Figure 46 APAC REGION IS EXPECTED TO GROW AT THE HIGHEST RATE IN THE ENTERPRISE AND INDUSTRIAL APPLICATION MARKET BETWEEN 2014 AND 2020

Figure 47 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY INFOTAINMENT APPLICATION

Figure 48 SEGMENTATION OF THE WEARABLE COMPUTING AUGMENTED REALITY DEVICES

Figure 49 SMARTWATCHES ARE PROJECTED TO INCREASE AT THE HIGHEST CAGR IN THE INFOTAINMENT APPLICATION MARKET BETWEEN 2014 AND 2020

Figure 50 SMART GLASSES ARE EXPECTED TO GROW AT THE HIGHEST MARKET VALUE IN THE AUGMENTED REALITY DEVICES MARKET FROM 2014 TO 2020

Figure 51 THE AMERICAS ARE EXPECTED TO GROW AT THE HIGHEST MARKET VALUE BETWEEN 2014 AND 2020 IN THE INFOTAINMENT APPLICATION MARKET

Figure 52 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY OTHER APPLICATION

Figure 53 TIES AND COLLARS SEGMENT IS PROJECTED TO GROW AT THE HIGHEST MARKET VALUE IN OTHERS APPLICATION MARKET BETWEEN 2014 AND 2020

Figure 54 THE AMERICAS ARE PROJECTED TO GROW AT THE HIGHEST MARKET VALUE IN OTHERS APPLICATION MARKET FROM 2014 TO 2020

Figure 55 SEGMENTATION OF THE WEARABLE COMPUTING MARKET: BY TECHNOLOGY

Figure 56 SEGMENTATION OF THE DISPLAY TECHNOLOGY

Figure 57 SEGMENTATION OF THE NETWORKING TECHNOLOGY

Figure 58 WEARABLE COMPUTING MARKET, BY REGION

Figure 59 GEOGRAPHIC SNAPSHOT (2014) - APAC REGION IS ESTIMATED TO REGISTER THE HIGHEST GROWTH RATE DURING THE FORECAST PERIOD

Figure 60 AMONG ALL COUNTRIES, THE U.S. IS CONSIDERED TO DOMINATE IN THE WEARABLE COMPUTING MARKET BETWEEN 2014 AND 2020

Figure 61 THE AMERICAS MARKET SNAPSHOT: THE MARKET WOULD BE DRIVEN BY THE GROWING DEMAND FROM MEDICAL AND HEALTHCARE APPLICATIONS DURING THE FORECAST PERIOD

Figure 62 SEGMENTATION: AMERICAS

Figure 63 EUROPE MARKET SNAPSHOT: THE DEMAND FOR WEARABLE

COMPUTING WOULD BE DRIVEN BY WIDE OPPORTUNITIES COMING UP IN THE VARIOUS APPLICATION MARKETS

Figure 64 SEGMENTATION: EUROPE

Figure 65 APAC MARKET SNAPSHOT: THE DEMAND WOULD BE DRIVEN BY THE PRESENCE OF VARIOUS MAJOR PLAYERS IN THE REGION AND THE GROWING REGIONAL ECONOMY

Figure 66 SEGMENTATION: APAC

Figure 67 SEGMENTATION: ROW

Figure 68 KEY GROWTH STRATEGIES ADOPTED BY THE TOP COMPANIES BETWEEN 2012 AND 2015

Figure 69 MARKET EVALUATION FRAMEWORK: NEW PRODUCT LAUNCHES FUELLED GROWTH AND INNOVATION IN 2013 AND 2014

Figure 70 BATTLE FOR MARKET SHARE: NEW PRODUCT LAUNCHES WAS THE KEY STRATEGY

Figure 71 GEOGRAPHIC REVENUE MIX OF MAJOR MARKET PLAYERS

Figure 72 ADIDAS AG: COMPANY SNAPSHOT

Figure 73 APPLE INC.: COMPANY SNAPSHOT

Figure 74 BOSTON SCIENTIFIC CORP.: COMPANY SNAPSHOT

Figure 75 GARMIN LTD.: COMPANY SNAPSHOT

Figure 76 GARMIN, LTD.: SWOT ANALYSIS

Figure 77 LG ELECTRONICS INC.: COMPANY SNAPSHOT

Figure 78 LG ELECTRONICS, INC.: SWOT ANALYSIS

Figure 79 MOTOROLA MOBILITY HOLDINGS, INC.: SWOT ANALYSIS

Figure 80 NIKE, INC.: COMPANY SNAPSHOT

Figure 81 PEBBLE TECHNOLOGY CORP.: SWOT ANALYSIS

Figure 82 SAMSUNG ELECTRONICS CO., LTD.: COMPANY SNAPSHOT

Figure 83 SAMSUNG ELECTRONICS CO., LTD.: SWOT ANALYSIS

Figure 84 SONY CORPORATION: COMPANY SNAPSHOT

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