

Reasons for Appeal of Health and Fitness Devices

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Abstracts

Reasons for Appeal of Health and Fitness Devices investigates the drivers behind the purchase of smart health devices. It begins with an overview of adoption trends for smart health devices and the reasons consumers purchase such devices. It then analyzes how purchase drivers differ between consumers and which segments are most influenced by each driver.

Key Topics

Detailed overview of smart health device adoption and purchase drivers

Profiles of consumer groups and segments based on health and wellness habits

Consumer motivations for purchasing different kinds of connected health devices

Research Benefits

Quantifies the likelihood that specific consumer groups will adopt connected health devices based on health habits

Examines how adoption drivers differ between consumer groups

Analyzes purchase motivations for different connected health device types, including sleep quality monitors and digital pedometers

Identifies key health device drivers, segmented by age and gender

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

360 View: Health Devices and Services for Connected Consumers (Q3/14)
Wearable Computing: Fitness and Health in Style (Q3/14)
Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)
Living Independently at Home: Second Edition (Q1/14)
Networked Medical Devices: Innovations and Business Models (Q4/13)

KEY FINDINGS

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Connected Health Device Adoption and Purchase Intentions (Q2/14)
Adoption of Connected Health Devices (2013 - 2014)
Digital Pedometer/Fitness Tracker Brand Adoption (2013 - 2014)
Connected Health Devices: Purchase Motivations (Q2/14)
Connected Health Devices: Purchase Motivations, cont. (Q2/14)
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Motivations to Buy a Sports Watch by Health Segments (Q2/14)

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Motivations to Buy Exercise Equipment by Health Segments (Q2/14)

Motivations to Buy a Glucometer by Health Segments (Q2/14)

Motivations to Buy a Blood Pressure Cuff by Health Segments (Q2/14)

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