

Tariff Trends SnapShot 141 - Pricing trends for Wearable and Health devices and Subscriptions

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Abstracts

With SnapShot 141 Telecoms Pricing examines the market for Wearable and Health Devices and the types of usage plan that are associated with them.

This SnapShot was prompted by the recent decision of Google to acquire the FitBit device company for USD \$2.1 billion which provides fitness tracking & health monitoring services.

The fitness tracking & health monitoring segment is growing quickly – and is part of the trend towards mobile health services - and features a range of fitness products, apart from the original Fitbit, including Apple Watch & Samsung Tizen as well as low-cost Chinese device suppliers including Huami and Xiaomi.

Contents

1.INTRODUCTION – THE GROWTH IN THE WEARABLES MARKET

2. WEARABLE DEVICES WORLDWIDE

3. WEARABLE PLANS & PROMOTIONS

4. FORECAST FOR WEARABLE PLANS

5. CONCLUSIONS – KEY CHANGES IN WEARABLE PLANS

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