The Future Market Potential for Smart Garments and E-textiles

Description:
E-textiles (combining electronics and textiles) have been in development for over a decade now but commercial interest and success have, until recently, been relatively limited. Since 2013 however, the rapid growth of wearable technology has generated increased interest in the sector. Analysts predict that smart garment shipments in the fitness sector alone will reach 26m garments by 2016, outselling every other type of wearable device.

With smartphone shipments at roughly 1bn units compared to garment volumes of around 60bn units per year, it is perhaps unsurprising that major global brands like Adidas and Ralph Lauren as well as technology giants such as Intel and Google are now considering smart garments as a significant new growth opportunity.

Sometimes, the headlines don't give you the whole picture; this report is for those looking for better knowledge and understanding of this complex market, its key drivers, the major players and enabling technologies. Critically, however, it also outlines the bigger picture of emerging applications, technology trends and other major influences on the sector.

This report will help those who want to discover the opportunities of this fast growing sector, understand potential threats and remain a step ahead of the competition.

Extract: "For smart garments, the relationship with the customer no longer ends at the point of purchase; instead the purchase point is just the start of an on-going dialogue with the customer and a gateway to their entering a larger “ecosystem” of long term services."

Taking a deep technical dive into the futuristic world of electronic textiles and smart (connected) garments, the report provides a complete review of the current - and future - state-of-play in smart garments and e-textiles, covering:

- Key market drivers
- Existing and emerging enabling technologies
- Key trends and influences on the market
- Barriers and opportunities

It highlights many of the relatively unknown suppliers and key players in each area, outlining critical challenges and opportunities for those wanting to enter the sector.

It has been compiled using a combination of primary and secondary research. Many first-hand interviews with key industry players were used alongside extensive secondary research conducted at trade conferences and exhibitions, together with reviews of current information in relevant academic papers, trade journals, news articles, company websites and market reports.

The principal author is a marketing and product development specialist with over 25 years of experience in branded textiles and clothing, mainly in sports, outdoor and military/first responder markets but also including contract furnishings, automotive and medical sector products.

This report will give you a complete guide to the technology driving the sector and the real-world future potential it's capable of creating.

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