Wearable Technology Market by Product, Application, Type, & Geography -
Global Forecast to 2020

Description: 'Wearable Technology Market by Product (Wristwear, Eyewear, Footwear, Neckwear, Bodywear, and Others), Application (Consumer Electronics, Healthcare, Enterprise & Industrial, and Others), Type (Smart Textile, Non-Textile), & Geography - Global Forecast to 2020'

This market is primarily driven by consumer preference for sophisticated gadgets, increasing popularity of smartwatches and wrist bands in the consumer market, increasing growth prospects of next-generation displays and integrated consumer wearable devices, increasing popularity of wearable fitness and medical devices, and growing popularity of Internet of Things.

The wearable technology market for the enterprise & industrial application is expected to grow at a highest CAGR during the forecast period. This growth is mainly attributed to the increasing demand for wearable scanners and computing devices in warehouse, logistics, and other operations where efficiency is inevitable.

Enterprise and industrial wearable devices include compact, mobile, and wireless computing systems that can be worn on body and also various image scanners that find applications in enterprise and industrial processes; smart textiles tailors also include various other materials made for the industrial purpose.

The market for bodywear products is expected to grow at the highest growth rate among all other products during the forecast period. Bodywear products mainly include smart textiles with embedded electronics. The idea of wearable electronics has been around for more than four decades now. Gradually, the focus on these technologies is increasing and the industry looks toward customizing these technologies to suit a wearer’s needs and aesthetics, and for this, the emergence of smart textiles is considered to be a major development.

In 2014, the Americas accounted for the largest share of the wearable technology market due to several factors. One of the most important factors is technological innovations and advancements, which led to the introduction of new products. The increasing demands from consumers and medical applications have also led to the growth of wearable technology in the Americas.

Major players in the wearable technology market are Adidas AG (Germany), Apple, Inc. (U.S.), Fitbit, Inc. (U.S.), Garmin, Ltd. (Switzerland), Google, Inc. (U.S.), Jawbone, Inc. (U.S.), LG Electronics Inc. (South Korea), Nike, Inc. (U.S.), Pebble Technology Corp. (U.S.), Qualcomm, Inc. (U.S.), Samsung Electronics Co., Ltd. (South Korea), Sony Corporation (Japan), and Xiaomi Technology Co., Ltd. (China).

The industry’s biggest roadblock of developing an efficient energy management solution for commercializing high-power consuming multiple computing and communication features incorporated in wearable devices is one of the major barriers. High initial price may restrain the addressable market to only high-end consumer space in various product fields. However, the factor may not have a long-term negative impact on consumers due to the increasing price war among players though it may result in a highly competitive market for new players.

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