

Futuresource: Wearables Market "One to Watch"

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21. November 2014

According to Futuresource global Q3 2014 wearable device shipments grow by 40% Y-o-Y to 12.7 million units, up from 9m in Q3 2013, before "all the action" takes place come the holiday season.



"The wearables market is definitely one to watch, with our forecasts predicting sales of 52m units across all wearable categories this year, up 32% from 2013," the analyst says. "Q4 2014 is where we're going to see all the action, with annual sales heavily weighted towards the pre-Christmas period. We're expecting 39% of this year's activity to drop into Q4, as wearable tech provides an appealing gifting option for consumers."

Futuresource adds the device category will grow even further next year, predicting the 2015 shipments will reach 74m units with 44% growth. The Apple Watch, with its premium brand position and aesthetic, should leave a particular impact on 2015 smartwatch shipments.

However while the wearables market is set for growth, not all wearable segments will grow equally-- while activity trackers and smartwatches should grow aggressively, traditional fitness devices (particularly pedometers) are to see decline in the long term.

"Longer-term growth is dependent upon how compelling a use case emerges for existing wearable products. While we have an optimistic view of the wearable market, there remain some uncertainties around the usage models for wearables, and whether a compelling raison d'être for the category will develop," Futuresource concludes.

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