

Big Tech vs. Healthcare Wearables: Key Trends and Opportunities

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INTRODUCTION & AGENDA

| Wearables Market Overview

- How has the market for wearables developed in 2020?
- What is the outlook through to 2024?

| Breakdown of the Competitive Landscape

- Who are the leading incumbent vendors and what are their strengths?

| What is the opportunity presented by healthcare verticals?

- Which vendors are leading this development?
- What strategies are being applied to capitalise on this opportunity?

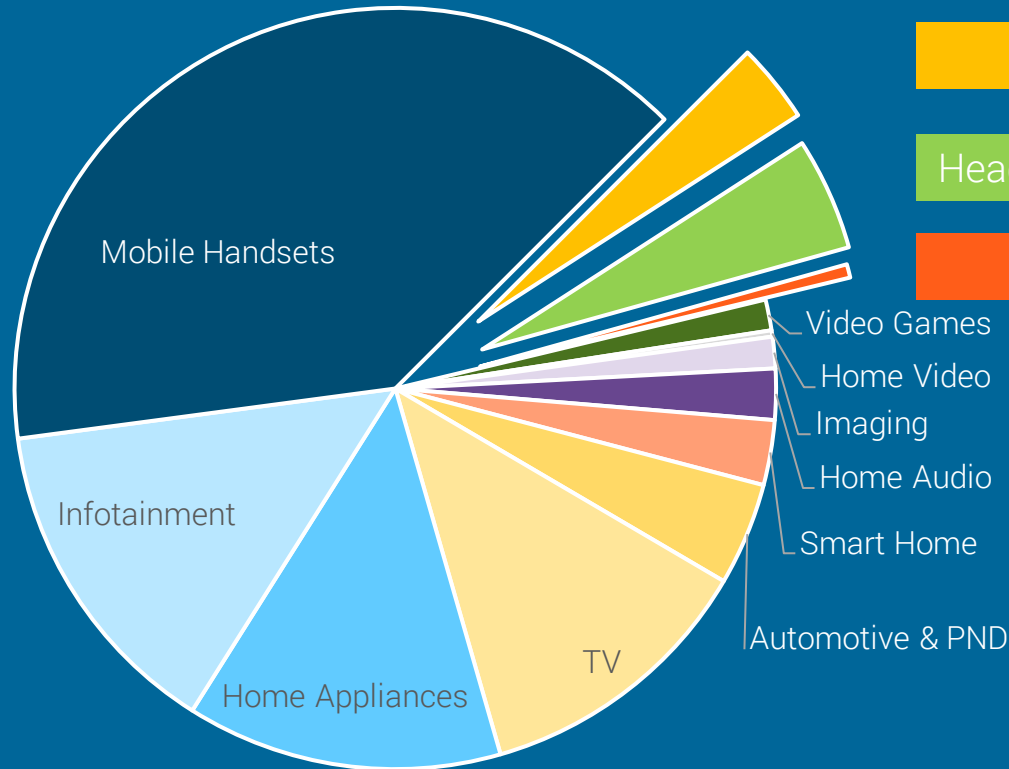
| What next?

- How will wearables vendors develop their product proposition in the coming years?

Wearables Market Overview

WEARABLES IN CONTEXT: WORLDWIDE CE SPENDING

2020 Global Total CE Hardware
Retail Value ~\$0.9 Trillion, down YoY



Wrist-worn Wearables, 3.4% (+0.3%.c YoY)

Headphones inc. Hearables, 4.8% (+0.4%.c YoY)

XR Hardware, 0.6% (+0.2%.c YoY)

Covid-19 slowing overall CE spend

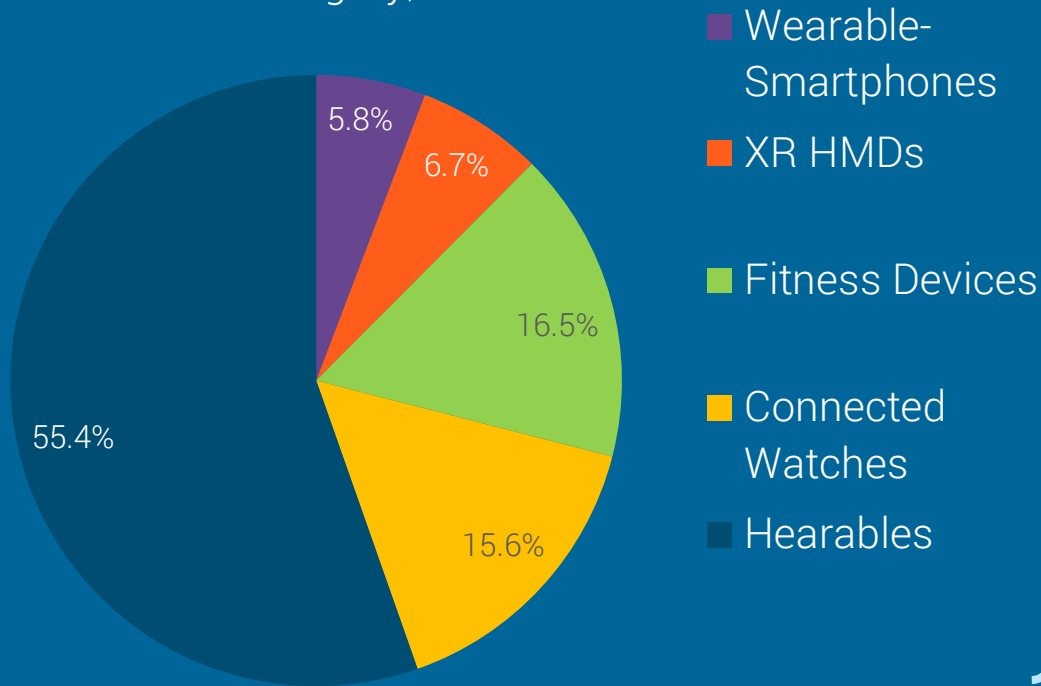
Total wearables spend expected to grow

Expansive use cases broadening
consumer base

HEARABLES TO LEAD WEARABLES MARKET

Hearables Expected To Be A Key Part Of Personal IoT Ecosystems

Global Wearables Market Shipments by Category, 2020



20-24
Volume
CAGR:
21.9%

20-24 Unit Growth Outlook
















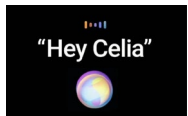





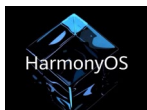






Hearables	↑
Smartwatches	↑
Binocular VR HMD	↑
Kid's Smartwatches	↑
Activity Trackers	↓
Sports' Watches	↑
Personal Independence Devices	↑
Hybrid Watches	↑
Binocular AR HMD	↑
Monocular AR HMD	↑
General Purpose Wearable Smartphones	↑

USE-CASE EXPANSION TO DRIVE WEARABLE GROWTH



Wearables Market Competitive Landscape

WEARABLE ECOSYSTEM OF KEY CE VENDORS

	Google	Apple	MI	SAMSUNG	HUAWEI	amazon
Wearable						
Hearable						
Voice Assistant						
OS						
Other						

COMPETITIVE LANDSCAPE OVERVIEW

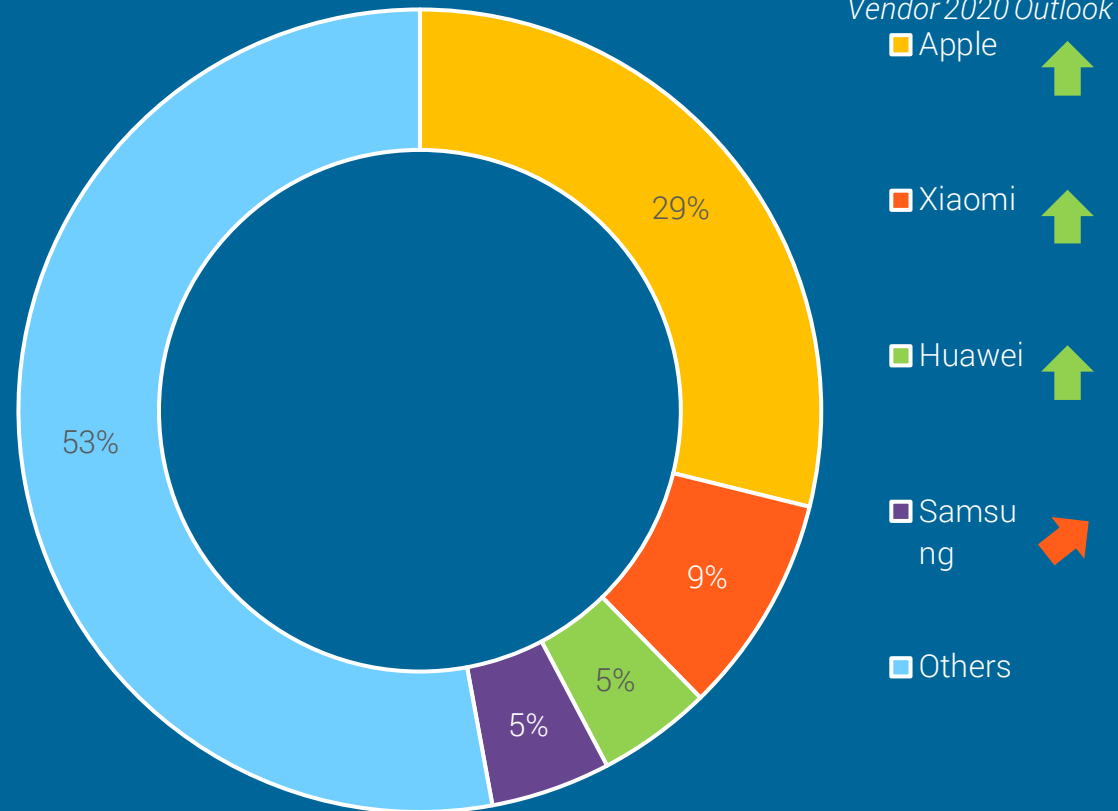
Apple is the clear market leader, and continues to pull even further ahead of its competition.

Samsung are struggling in the wrist-worn wearable market.

Huawei have had a strong 2020 domestically, and will be back on the international stage in the coming years.

Xiaomi's entrance in the smartwatch market will help grow the consumer base.

Global Wearables Volume Market Share (all categories) by Vendor, 2019



MAJOR USE CASES DRIVING GROWTH

Sports & Fitness

POLAR[®]

GARMIN[™]

SUUNTO

Fashion

CASIO

FOSSIL
GROUP

CITIZEN

MI

Communication/Generalist


HUAWEI

SAMSUNG

Health & Wellness

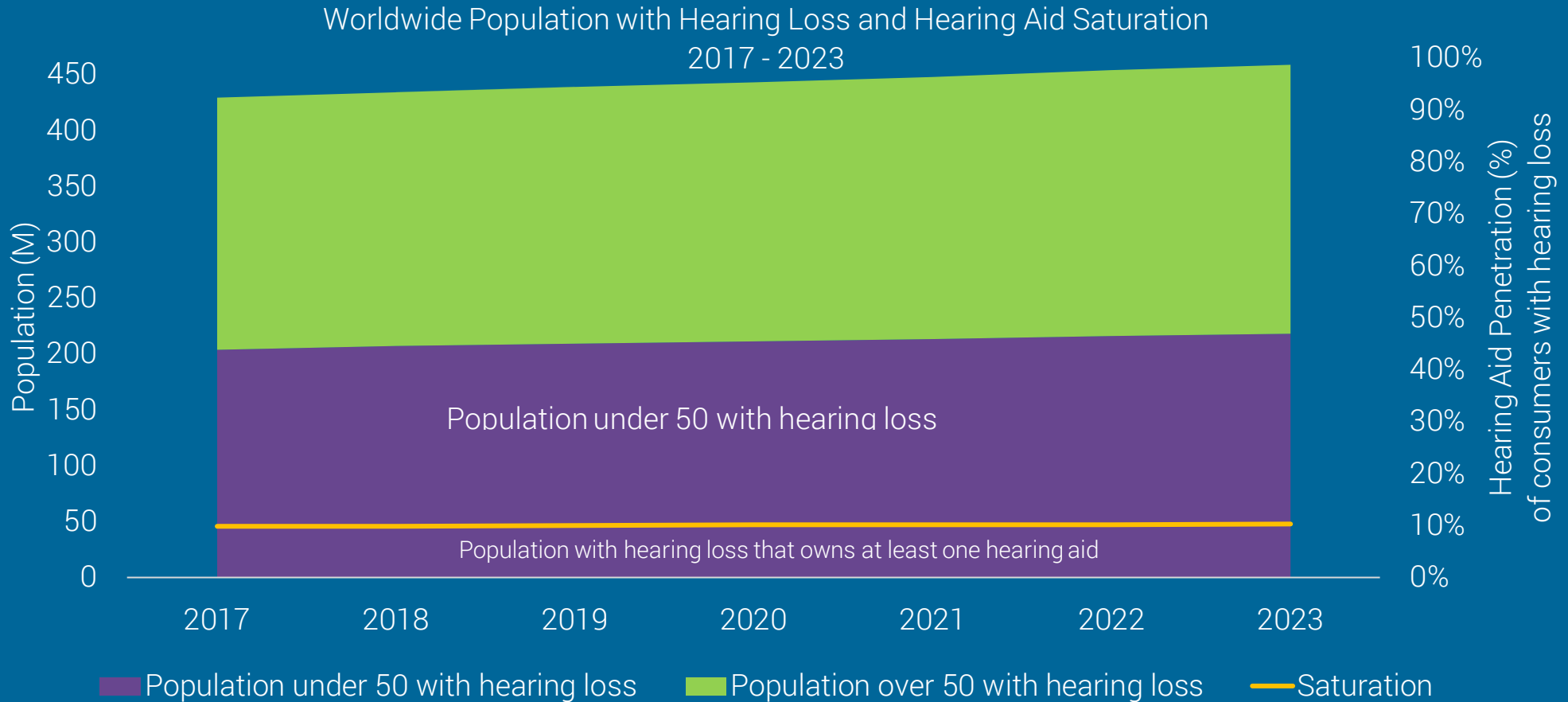
 **fitbit**[®]

amazon

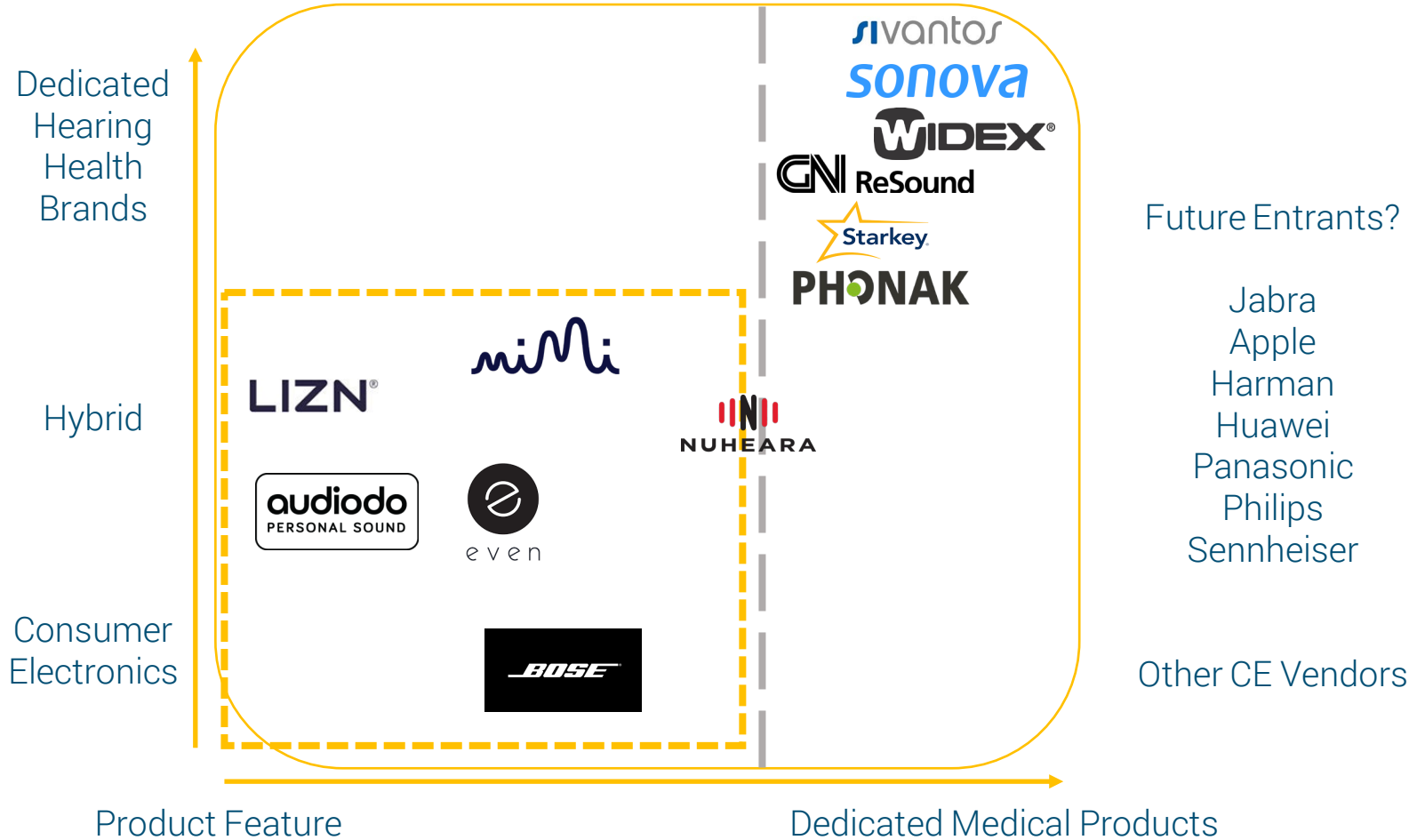
WITHINGS

The Health Opportunity

HEARING CORRECTION HEARABLES



HEARING CORRECTION HEARABLES LANDSCAPE



HEALTHCARE WEARABLE MARKET POTENTIAL

Size of circle area reflects global prevalence of condition.

High Blood Pressure
(1.13 bn)

Respiratory Disease (1bn)

Wearables Installed Base
(780m)

CVD
(425m)

Diabetes
(415m)

Wearables Opportunity

Growing consumer awareness

Ecosystem development

Strong CE brands

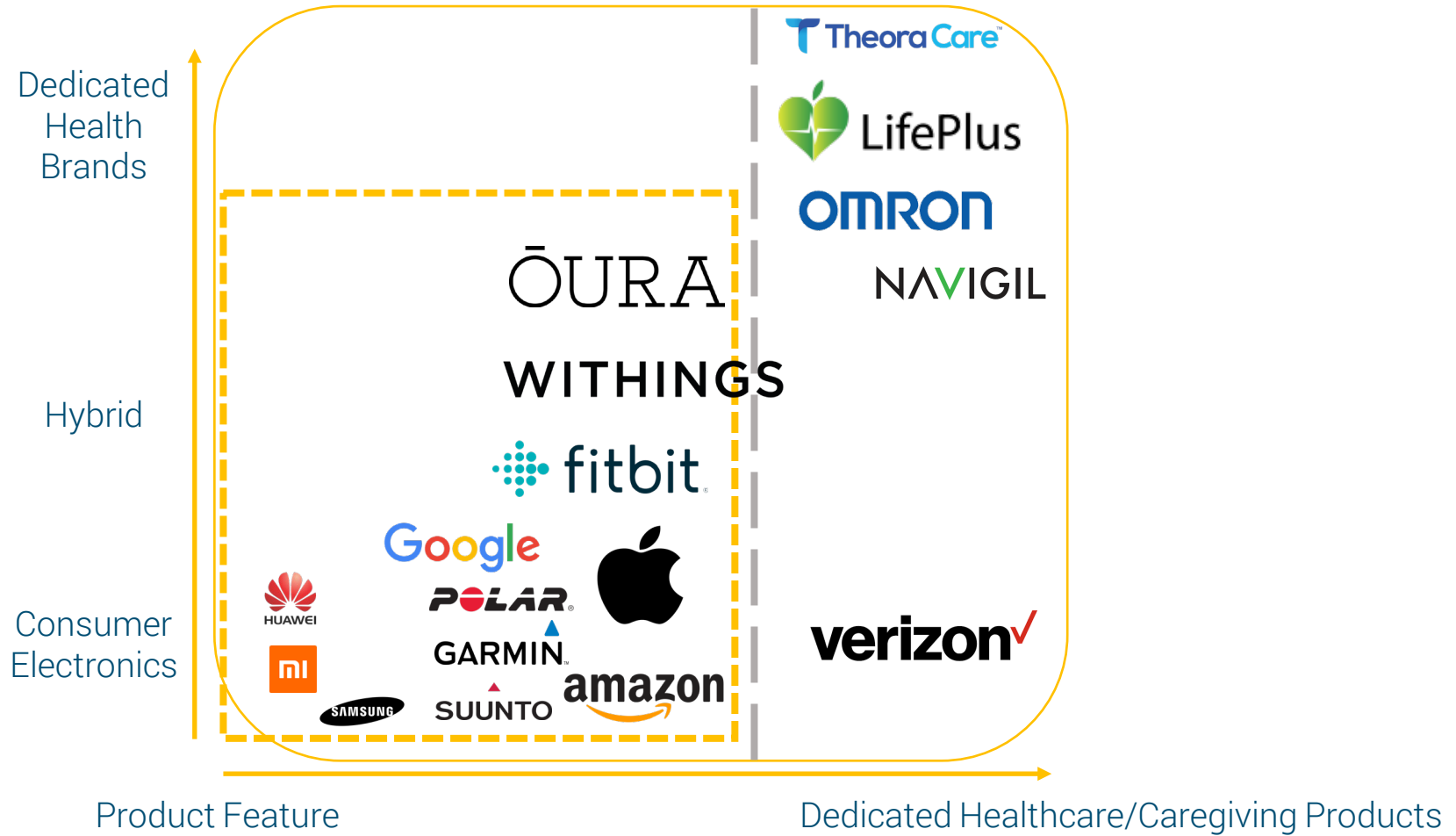
Barriers

Data privacy concerns

Sensor accuracy

FDA regulation

CURRENT 'HEALTH WEARABLES' LANDSCAPE



What Next for Wearables?

KEY VENDOR HEALTH STRATEGY OVERVIEW



Google to rely on Fitbit's brand & expertise



Apple creating a fully converged ecosystem



Sports and Fitness expertise are easily transferred

NEXT GENERATION PRODUCT OFFERING



Mobile, Wearable & Hearable Hardware, Voice and Mobile OS



Mobile, Wearable & Hearable Hardware, Voice, Mobile OS, & emerging content strategy

Fully Converged Ecosystem of Devices, Content, & Services

Social Media Dominance, Entertainment Offering, Communication & XR Hardware



Advertising, Voice, Mobile & Wearable OS/Hardware, Hearables, & Entertainment Offering



Retail, AWS, Voice, Entertainment Offering, & Smart Home



Wearable Device Market Report 2020

REPORT OVERVIEW

The wearables market – ranging from connected watches, fitness devices and wearable mobile handsets to head mounted displays and hearables - generated \$45.8 billion in 2019, with a total of 260 million shipments. Overall the market continues to evolve with new technology enablers expanding product capabilities and driving consumer interest.

An ecosystem of connected personal devices is emerging, with developments in hearables and head-mounted displays expected to complement traditional wearable and smart technology.

This bi-annual market report reviews key developments in the market, by product group, brand, feature, and provides an outlook to 2024, as well as providing a review of new product and category roadmaps.

Market Data & Forecast

- | Data and five-year forecasts by product category
- | Brand share by product category
- | Quarterly worldwide overview by key product category and key market

Product Coverage & Overview

- | Activity Trackers, Sports Watches, Smartwatches, Hybrid Watches, Kids Location Tracking Watches, Personal Independence Devices and Wrist-Worn Smartphones
- | Head worn wearables – VR and AR Head Mounted Displays
- | Hearables



- | 2 X Annual Deliverables
- | PDF Exec Report
- | Excel Data

QUESTIONS ANSWERED

How has the wrist, ear, and head-worn wearables market performed globally in 2019, and what is the outlook through to 2024?

Who are the key vendors in each category, and what is their strategy for success?

What opportunity does the emerging ecosystem of connected devices present to vendors and other industry stakeholders?

What are the key use cases driving wearable device adoption? How is this expected to develop in the coming years?

How are market trends varying across regions? Which are the key countries for each category?

What implications does Google's pending acquisition of Fitbit have on the wearables market and its competitive landscape?

What is the outlook for emerging wearable categories, such as Kid's smartwatches and Personal Independence Devices? What is driving the emergence of these devices?

GEOGRAPHICAL COVERAGE



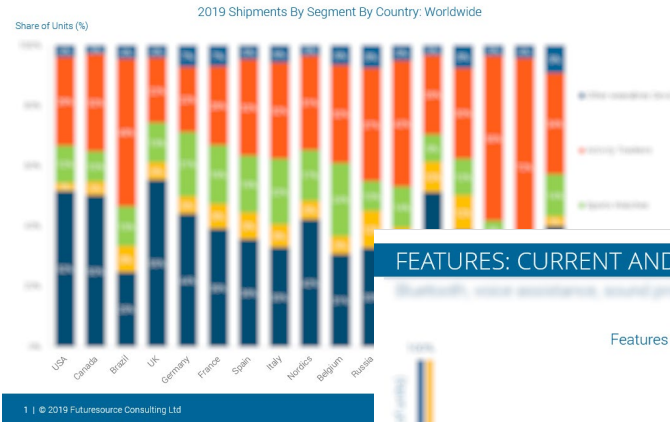
- | Americas – USA, Canada, Brazil, Latin America
- | Europe – France, Germany, UK, Nordics, Spain, Italy, Russia, Belgium
- | Asia Pacific – China, Japan, Australia, India, South Korea

REPORT COVERAGE

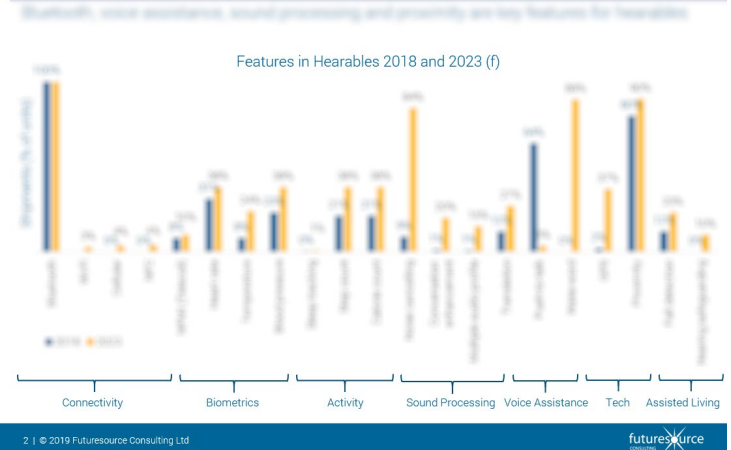
Example Report Coverage

- | Global Market Value by Product Type
- | Global Volume and Value Sales by Category, 2018-2024
- | Global Volume and Value Growth Estimates, 2018-2024
- | Global Market Volume by Product Type, 2018-2024
- | Global Market Value by Product Type, 2018-2024
- | Forecast Assumptions
- | ASP by Product Category, 2018-2024
- | Global Wearables Market Volume, 2018-2024
- | Global Fitness Wearables Forecast, 2018-2024
- | Competitive landscape overview and strategic developments
- | Product Roadmap Review
- | Overview of Key Emerging Technologies and Applications
- | Product Definitions and Key Features by Category
- | Ecosystem development insights – key use cases, features, partnerships and outlook

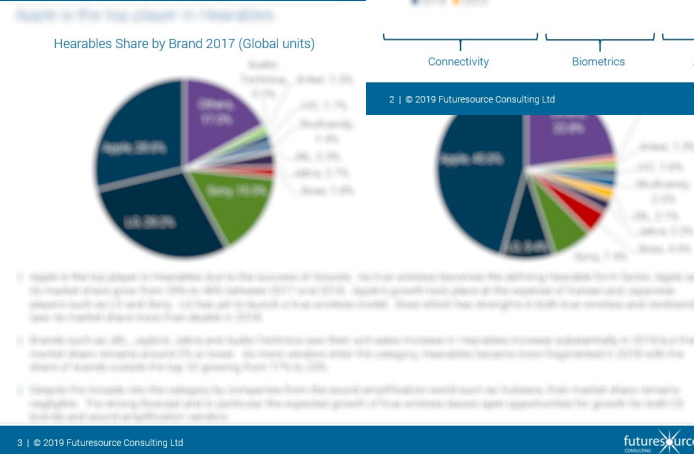
SMARTWATCHES DOMINANT IN DEVELOPED MARKETS



FEATURES: CURRENT AND FORECAST (I)



COMPETITIVE LANDSCAPE



REPORT METHODOLOGY

Methodology includes a combination of data-feeds from leading vendors, alongside a programme of dedicated research interviews amongst manufacturers, retailers, component vendors and other stakeholders. Fieldwork is carried out two months after each quarter, whilst a summary of key metrics is provided to all companies that contributed their information to assist report production.

INDUSTRY INTERVIEWS



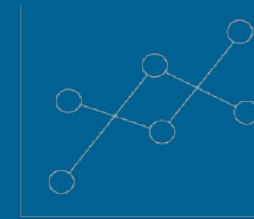
- | A programme of dedicated research among vendors, distributors, retailers and associates is undertaken for the purpose of obtaining both quantitative and qualitative feedback on the current and future market potential.

DESK RESEARCH



- | Existing Futuresource reports and analyst insights to support market adoption trends.
- | Analysis has been supplemented by the Futuresource Living with Digital and Kids Tech consumer surveys.

EXISTING FORECASTS



- | Forecasts are based on industry consensus from industry research and a dedicated model (integrating purchase intent, device/lifestyle population by country, price trajectory, multiple ownership, new/replacement, and more).
- | This generates an active user population forecast - and ultimately shipment forecast - using a replacement rate assumption.

EQUIPMENT

- | TV Displays
- | Projectors & Home Theatres
- | Digital Media Adaptors/Streamers
- | Blu-ray & DVD
- | Set-Top-Boxes
- | Games Consoles
- | Wireless Speakers
- | Headphones
- | Smartphones & Mobiles
- | Tablets
- | Digital Cameras & Camcorders

DELIVERY SYSTEMS

- | Mobile Networks
- | Cloud
- | Internet & Broadband
- | VoD & Broadcast
- | Disc, Tape & Flash
- | Wearables
- | Smart Home Devices
- | Data Storage
- | Accessories
- | Laptops & Desktop PCs
- | PCs in Education
- | Voting Systems

CONTENT

- | Music
- | Film
- | Television
- | Education
- | Photo
- | Games
- | eBooks
- | Social
- | Interactive Whiteboards
- | B2B Projectors
- | B2B Monitors
- | Professional Displays
- | Photo Equipment
- | Broadcast Equipment
- | Digital Signage

- | Full service end-to-end research capabilities
- | Global market coverage based on informed local expertise
- | Delivering excellence for over 30 years
- | Leading-edge data delivery and analysis
- | Unrivalled client list, maintained through client-centred service approach

About Futuresource

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

- | Consumer Electronics
- | Print & Imaging
- | Media & Entertainment
- | Education Technology
- | Optical Disc Manufacturing
- | Broadcast Equipment
- | Professional Displays

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