3. RISK OF A DATA BREACH

70% of users of wearables perceive wearables manufacturers to be very serious in protecting their data.

They are more likely to share data with them than:
- Doctors
- Insurance companies
- Internet companies

2. WEARABLE TECH INFLECTION POINT BEYOND 2020

6 in 10 smartphone users are confident wearables will have uses beyond health and wellness.

However, consumers predict that most wearables ideas will become mainstream beyond 2020.

1. RISING EXPECTATIONS

2 in 5 users of wearables feel naked when not wearing them.

Despite this, 1/4 who have bought wearables in the past 3 months say they failed to meet their expectations.

CONCLUSION

Consumers are ready to wear connected devices on their bodies. Despite existing challenges, the future of the industry is set to be an exciting one.

5. INTERNET OF WEARABLE THINGS

1 in 3 smartphone users believes they will wear at least 5 wearables beyond 2020.

74% believe wearables and sensors will help them interact with devices and objects.

4. OUTSMARTING THE SMARTPHONE

43% believe smartphones will be replaced by wearables.

40% of smartwatch users already interact less with smartphones.