

Power Up Your Wearables Knowledge

At The NPD Group, our analysts forecast continued growth in wearables as products evolve and consumer awareness increases. **Here's a look at what's happening in the activity tracker and smartwatch categories in the U.S.**

Activity Trackers

Average selling price (ASP) in 2015 increased to

\$109

from \$96 in 2014

Fitbit

remained the leading brand in connected activity trackers in 2015, accounting for 79 percent of sales



Annual 2015 growth of connected activity trackers compared to 2014:

DOLLAR SALES

110%

UNIT SALES

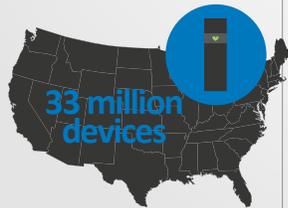
85%



Source: The NPD Group / Retail Tracking Service

At the end of Q4 2015 . . .

Activity tracker ownership in the U.S. market stood at nearly



By comparison, smartwatch ownership stood at almost 13 million

Awareness of the smartwatch device category is even higher than awareness of activity trackers, at 83 percent compared to 75 percent

83%



The forecast: Watch for a significant ramp-up in smartwatch ownership growth starting in the second half of 2016, with an expected overall ownership number of just over 30 million devices by the end of 2017

Source: The NPD Group / Connected Intelligence

How will you uncover your most promising opportunities in this exciting space and ensure category growth means market share growth for your brand? Data and insights can get you there. Now you can track category, brand, model level sales down to a specific zip code or DMA.

“ The increase in ASP speaks to these devices becoming more sophisticated, and that consumers are looking for better-quality devices, not just entry-level products. This, combined with unit growth, shows that prices aren't falling to drive demand;

demand is increasing along with rising prices. ”

Ben Arnold,
Executive Director,
Industry Analyst,
The NPD Group



Learn more. Contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.

