

WEARABLE TECH

THE SKINNY ON HEALTH AND FITNESS TRACKERS

It's no secret there's been an explosion in fitness wearables over the last few years. In fact, health and fitness trackers are one of the fastest growing sectors in the tech industry today, with 70 million units sold in 2014 and triple digit growth expected in the next few years. We asked 2,000 members of our beta tester community to give us feedback on the fitness wearables they own and what they said might surprise you.



Which Brands Are Leading the Pack?

Our community gave us feedback on over a hundred fitness wearables from the top 26 fitness tracker brands on the market. With devices offering features that let their users track their steps, heart rate, calorie consumption, and sleep patterns, it's no wonder these five brands are leading the pack.

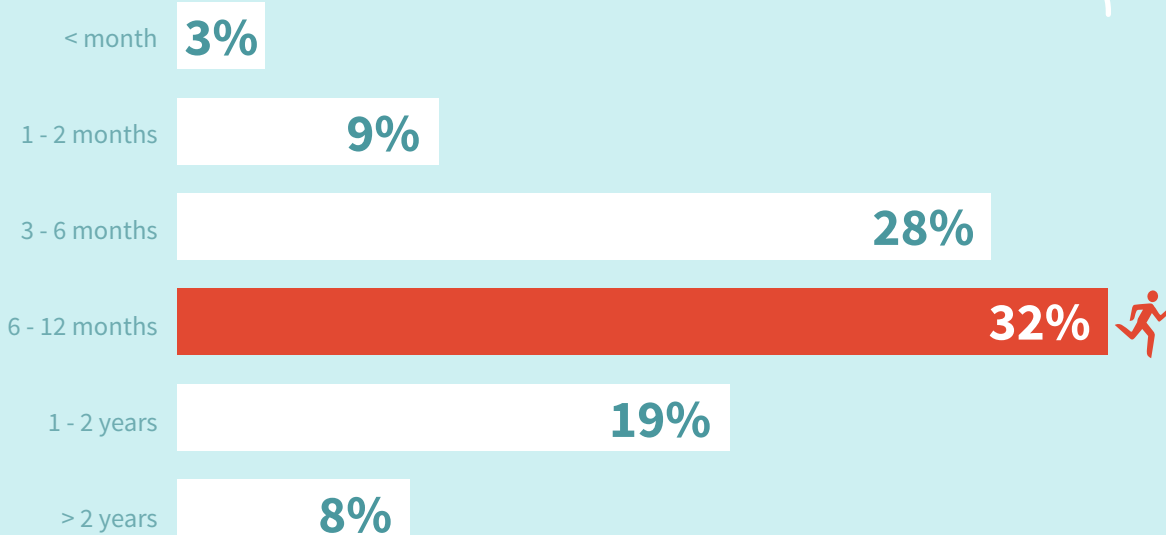


What's Driving the Fitness Wearables Trend?



Fitness trackers are on the rise, but their popularity is a fairly recent trend. The majority of users have owned their fitness trackers for less than a year, and one third have owned their device for less than six months.

LENGTH OF OWNERSHIP



POPULAR REASONS PEOPLE OWN FITNESS TRACKERS



37% reach and maintain their fitness goals



24% wanted to lose weight

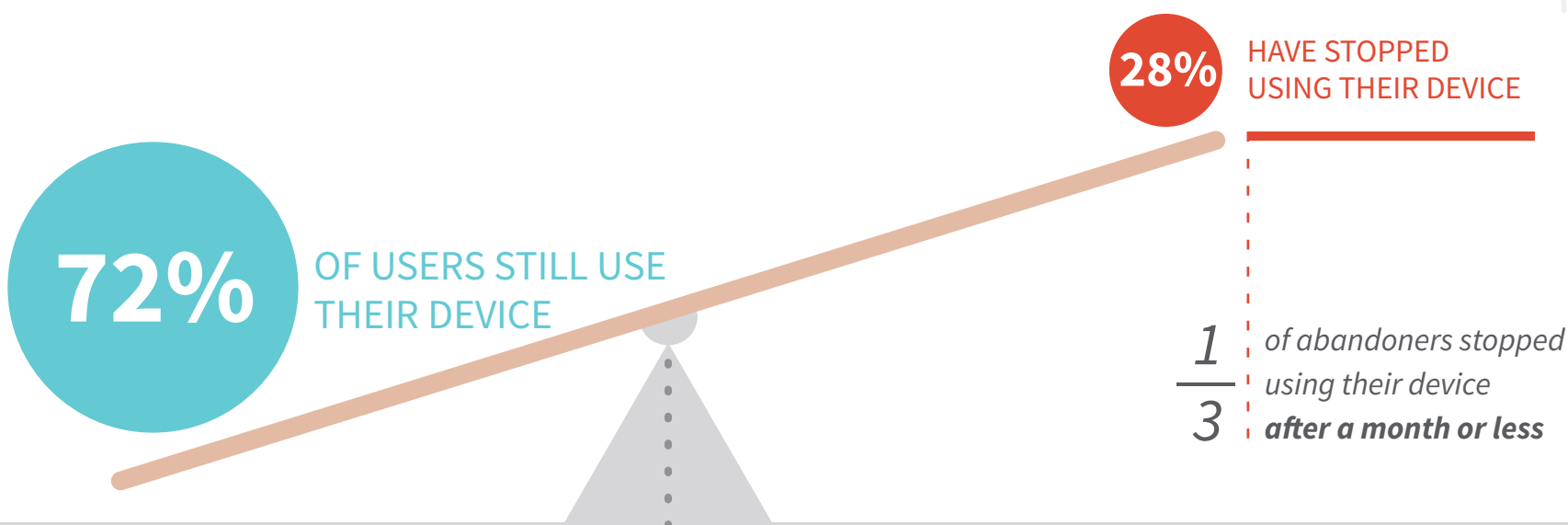


15% love buying new gadgets



8% received their device as a gift

Are Customers Abandoning Their New Wearables?



WHAT CUSTOMERS LOVE

Reporting

"It tracks everything I want it to and nothing that I don't after a quick set up."

Convenience

"I like being able to see how I am doing throughout the day in a casual manner. Looking at my step count and such."

Motivation

"It motivates me to stay active and use friendly competition with my friends and family to better my health by participating in challenges."

WHAT CUSTOMERS HATE

Battery Life

"Battery life. I have always been disappointed with the battery life of all the trackers I have owned."

Accuracy

"It could be more accurate; it miscalculates steps and does not track activities properly."

Durability

"The quality of the band needs to be improved, broke after just a few months."

What Do Customers Want to See Next?



Waterproof

Customers want to be able to take a dip in the pool with their device.



More Styles

Customers want their trackers to be more fashionable and less bulky.



Versatility

Customers want to be able to track more of their life using a single wearable.