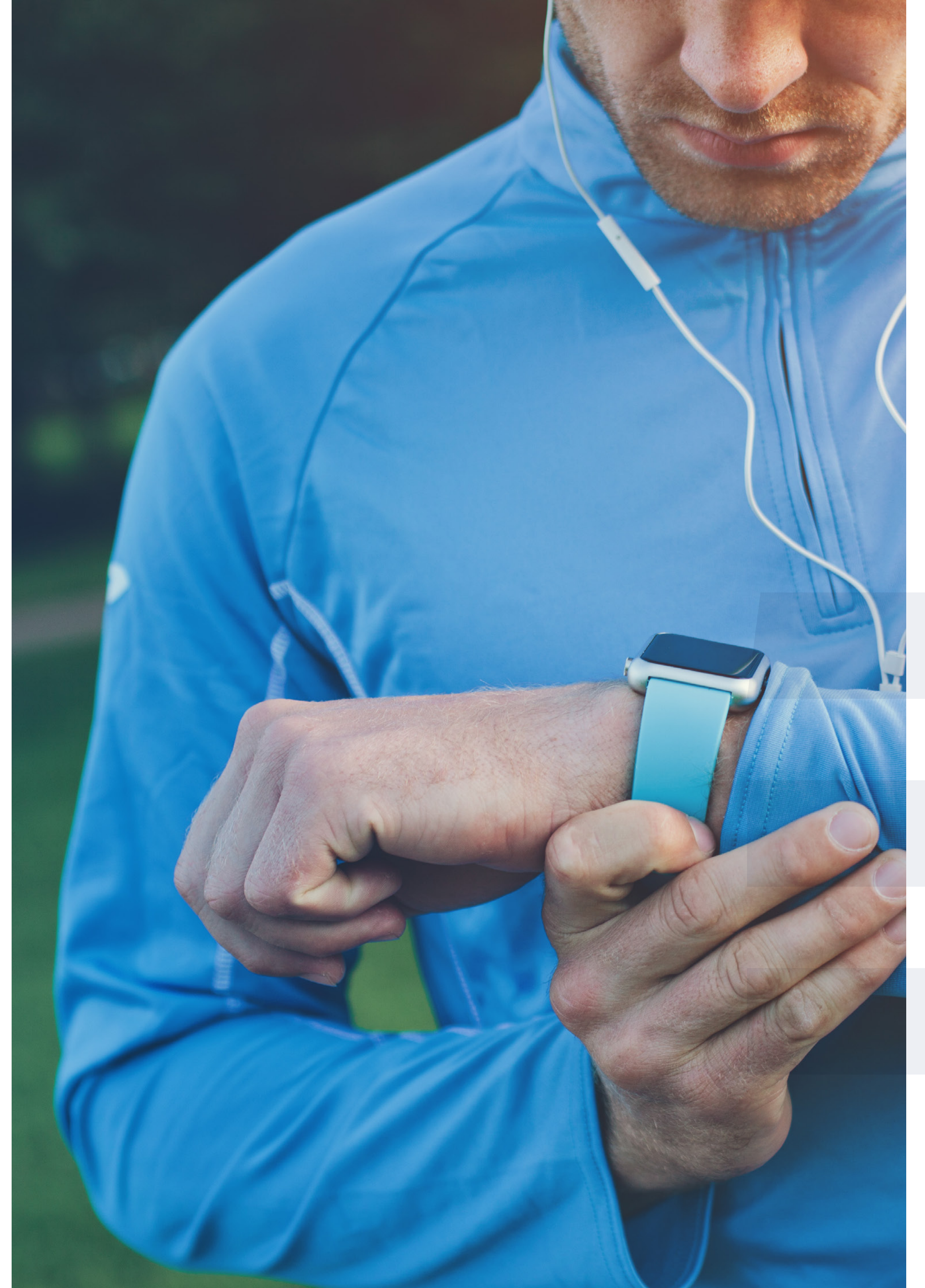


Social Insights: The State of Wearable Technology

An in-depth look at consumer perceptions of wearable tech and the brands that are making the biggest impact

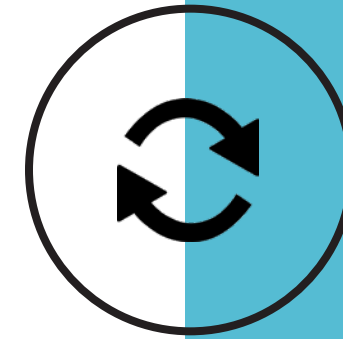


What you'll get out of this report

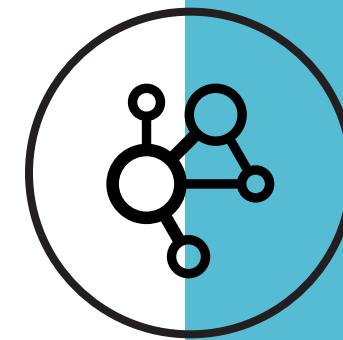
Social listening data provides a full 360-degree view into the world of consumers about brands, companies, products, influencers and competitors. Using data mined from all corners of the web, agencies can leverage social listening to better understand consumers and audiences they want to reach, who they should target, and how their competitors fare against them.



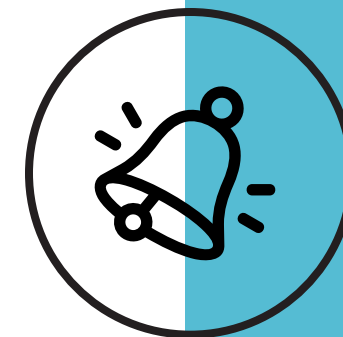
Uncover previously unknown trends and projections about the wearable technology space.



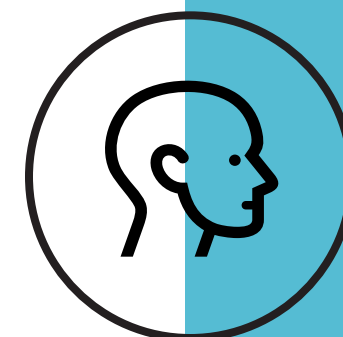
See what device categories lead in the market and how market share has changed.



Understand what features are important to wearable tech consumers.



Discover the most common use cases for wearable tech products.



Analyze consumer feedback sourced from Amazon reviews.

Inside this report

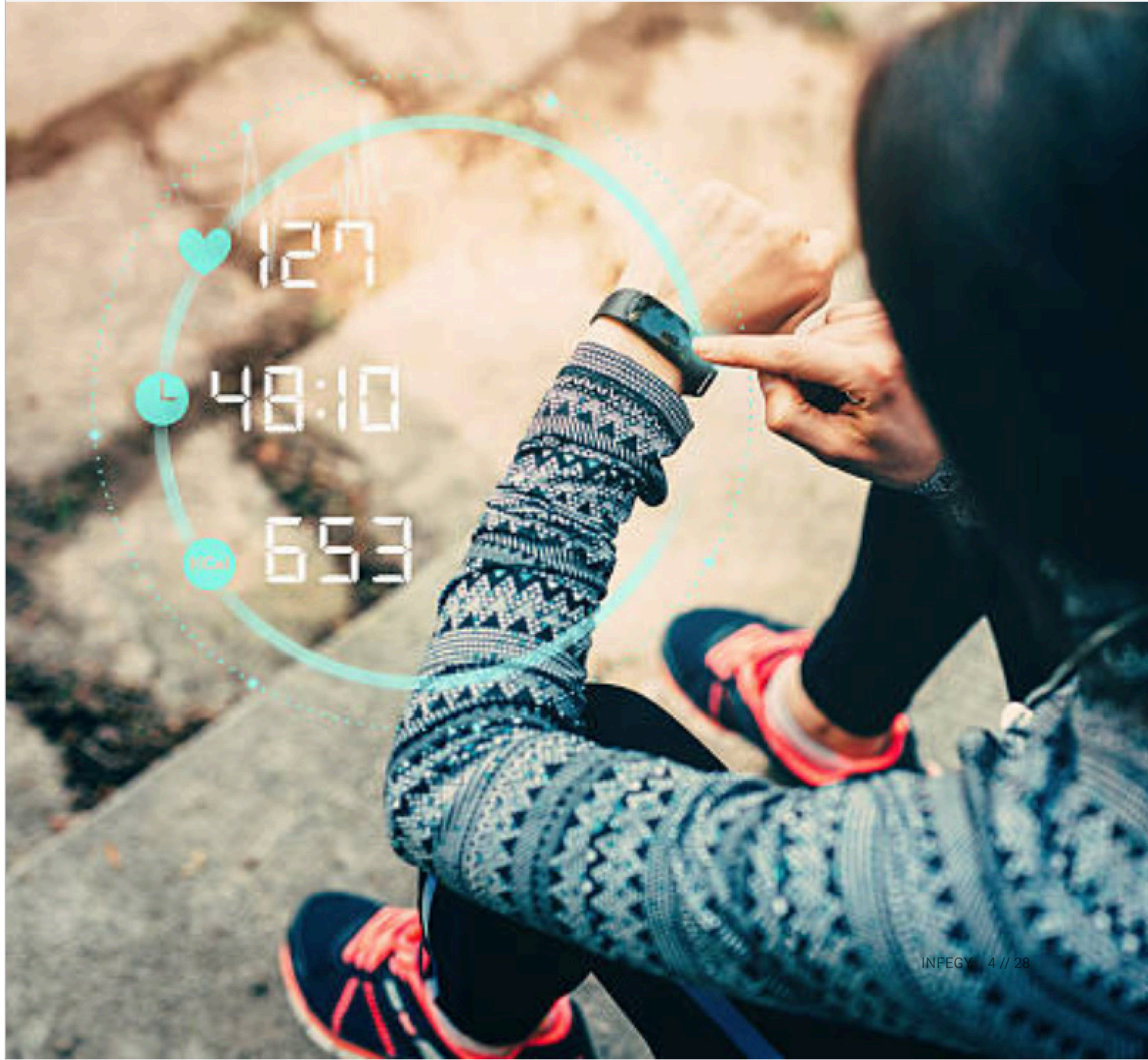
- 1 The Landscape**
Insights on the devices, brands and customers shaping the wearable industry.
- 2 Smartwatches**
Analysis of the emerging market for smartwatches and consumer preferences.
- 3 Fitness Bands**
How fitness bands can remain competitive in the face of slow growth.
- 4 Conclusion**
Overview the 5 ways brands can use social data to impact product marketing and improvements.



Infegy creates software our clients use to understand consumers better and faster than traditional research methods. Our cloud-based social media intelligence platform uses proprietary natural language processing technology to provide real-time insights on any topic being discussed by more than 300 million sources online. Infegy's ultimate goal is to do the heavy lifting with large, text-based datasets to help companies uncover value within text and make more informed business decisions.

1

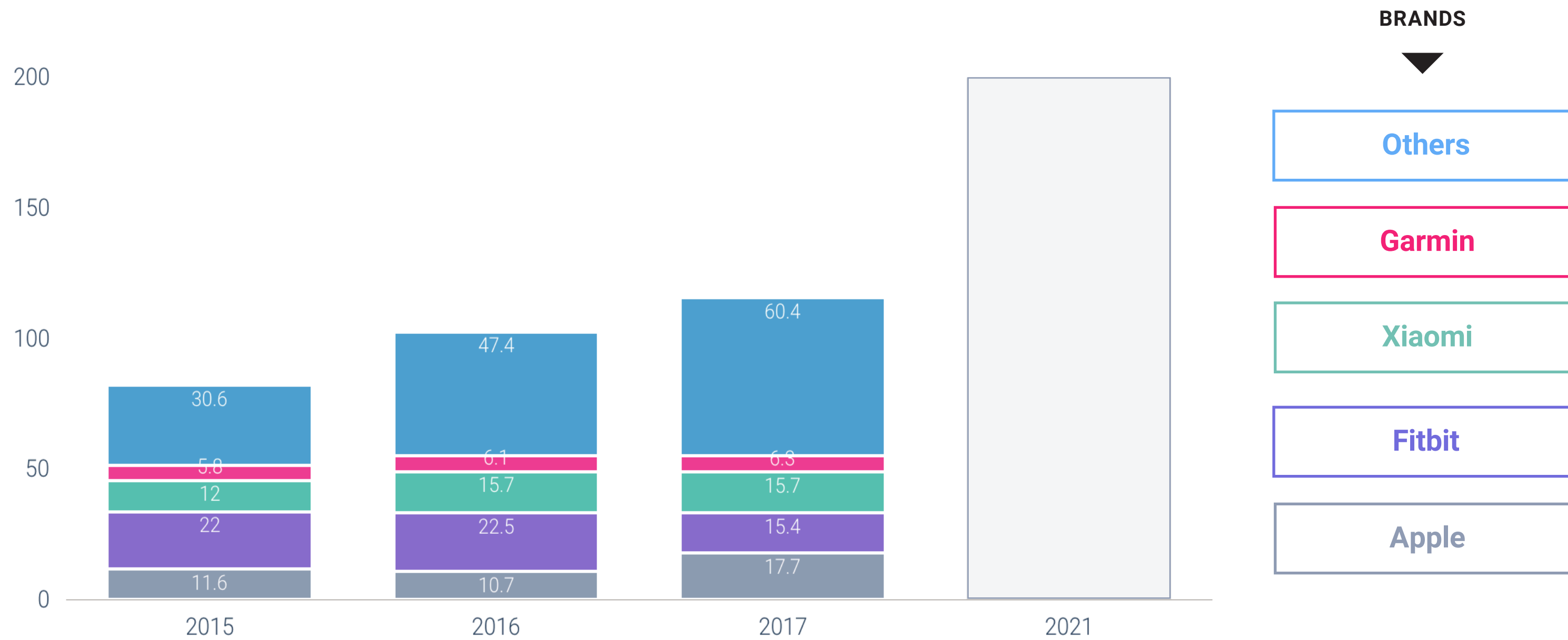
The Landscape



MARKET OVERVIEW

Wearable tech continues to see growth

The overall market for wearable tech continues to grow. IDC projects shipment volumes will nearly double from 2017 to 2021.



BRANDS

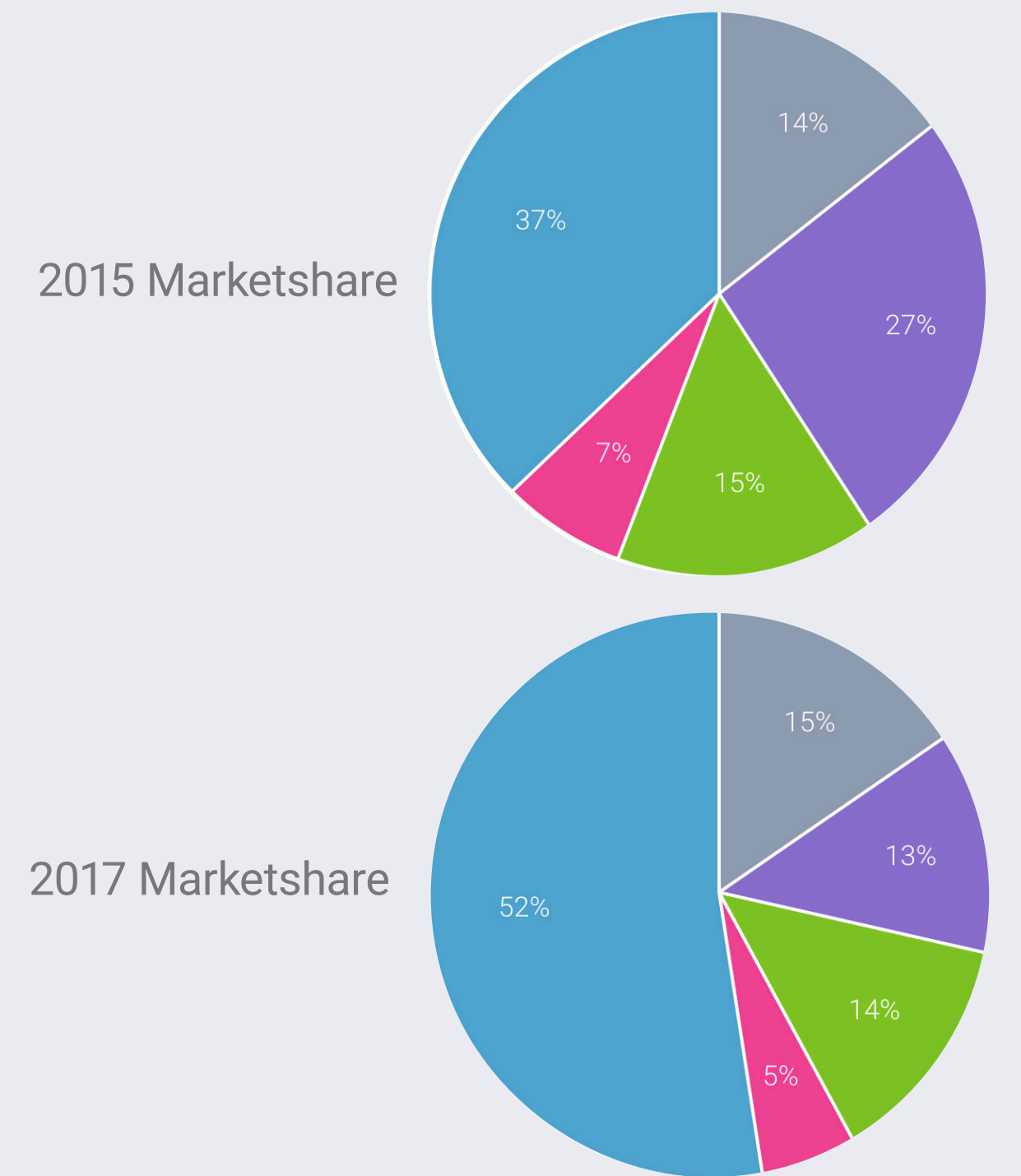
- Others
- Garmin
- Xiaomi
- Fitbit
- Apple

The market for smartwatches is expected to continue its growth, but IDC suggests that the market for basic fitness tracking wristbands is plateauing.

INSIGHT

Don't believe me just Watch: Apple ousts Fitbit as market share leader

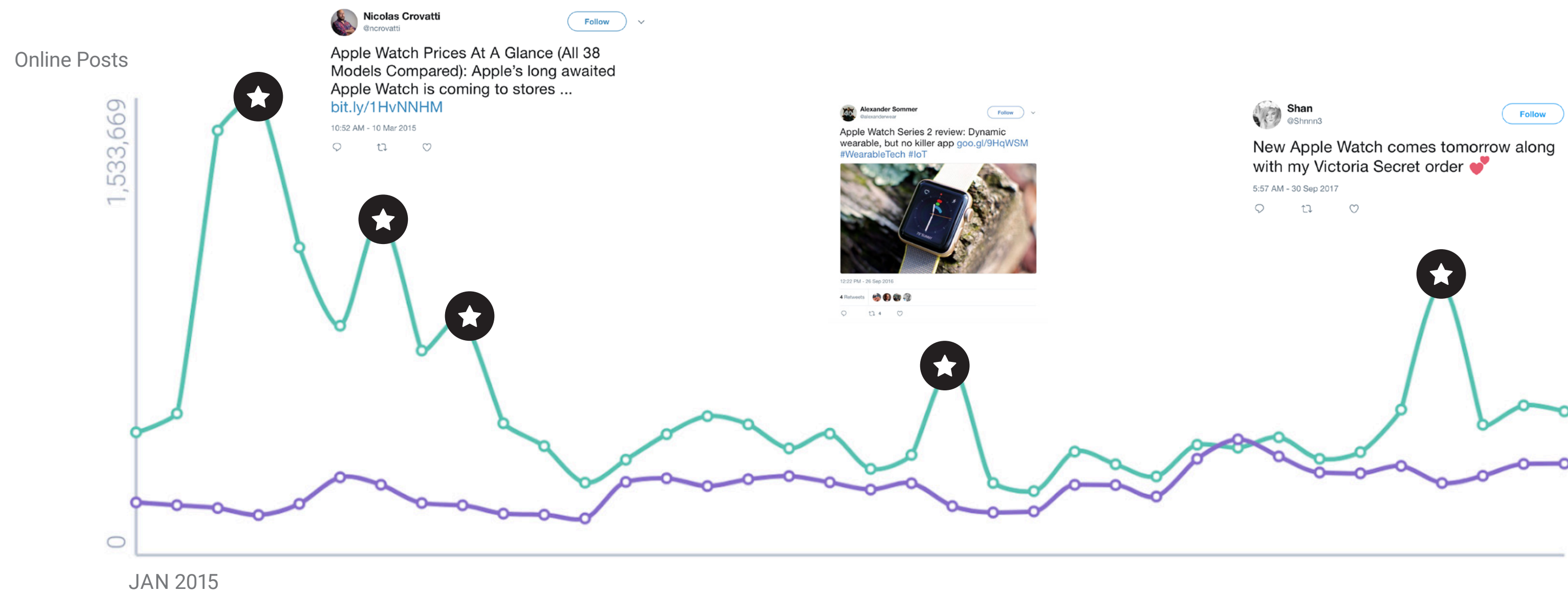
Apple has become the market share leader while Fitbit's market share has dropped by 42% in the past two years.



MARKET OVERVIEW

Apple leads share of voice, galvanizing conversation around Apple Watch releases

While Apple isn't the only vendor inside the wearable tech landscape, they lead all of the competition with their releases driving consumer excitement.

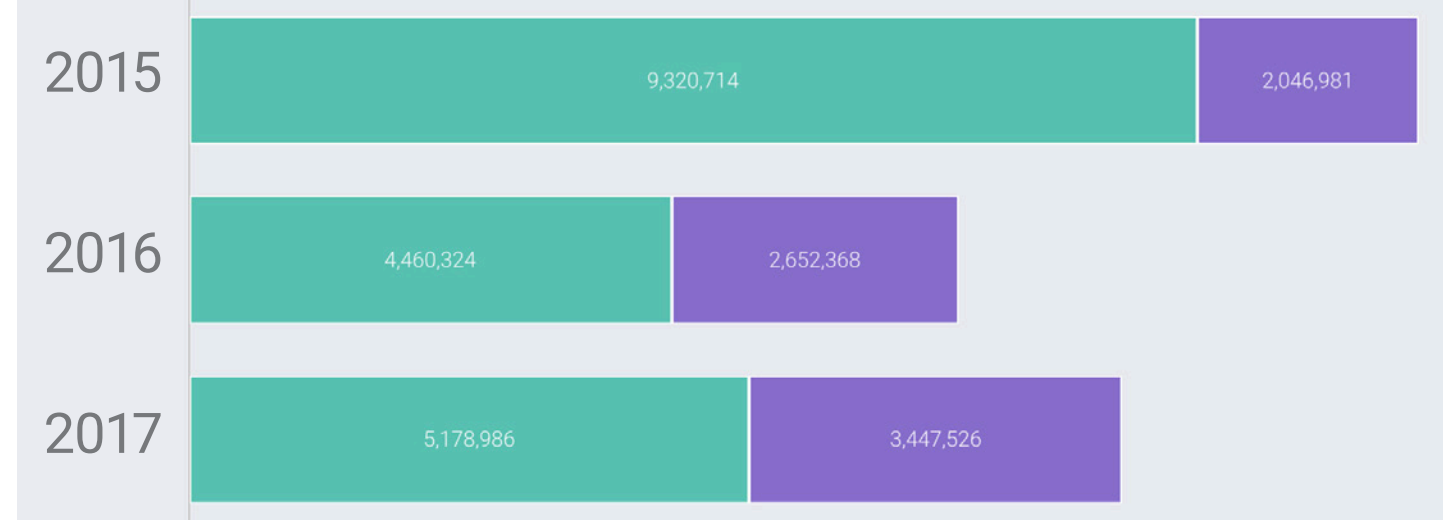


	Smartwatches	Fitness Trackers
TOTAL POSTS ▶	18,960,024	8,145,875

INSIGHT

Share of Voice has rebounded after initial 2016 drop off

Conversations on wearable tech were at their all time high in 2015 when the Apple Watch hit the market. Overall volume dropped 60% in 2016 but is rebounding in 2018.



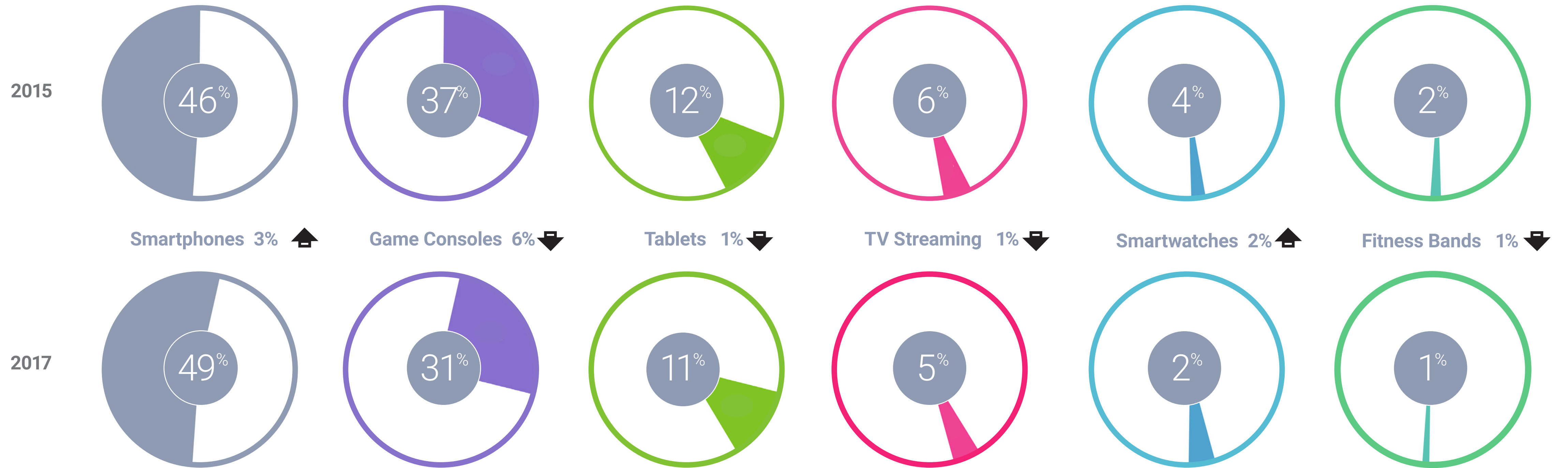
In the past year and a half, conversation volume for smartwatches has increased 42%, while volume for fitness bands increased by only 38%.

MARKET OVERVIEW

Compared to other tech, wearables have small share of voice

Despite its projected growth in the coming years, the market for wearable tech devices is still small relative to more well-established technology categories like smartphones and game consoles.

SHARE OF VOICE DISTRIBUTION



Summary

Amid shifts in market share leadership, conversation volume surrounding the still small wearable tech category continues to grow.

1

Although the category is still small relative to other consumer technology products, the wearable technology market continues to grow, with smartwatches beginning to drive much of this growth.

2

Fitbit, the former market share leader in wearable tech devices, launched multiple new smartwatch devices, while shipping nearly 10 million fewer units from 2016 to 2017.

3

Emerging markets for different styles of smartwatches, such as those for kids and those introduced by fashion designers, could be a part of this continued growth.

4

Apple drives a significant portion of online conversations related to wearable tech and smartwatches. They became the market share leader in 2017.

Smartwatches



MARKET OVERVIEW

Conversation volume grows steadily across smartwatch devices

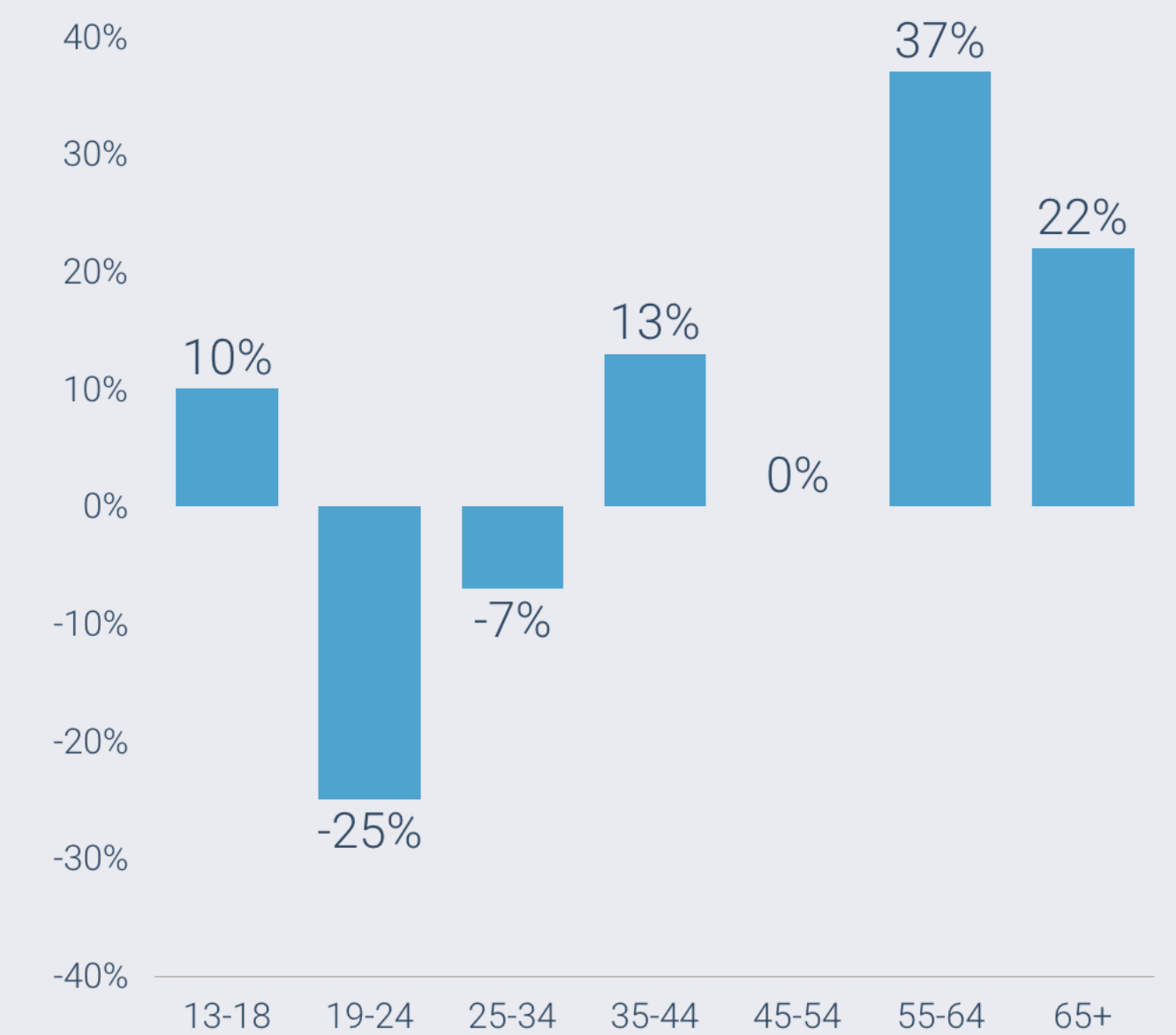
Two years after the launch of the Apple Watch, their product releases still dominate online conversations



INSIGHT

Gen-X and Baby Boomers go high-tech

Although consumers in the 25-34 age range own the largest share of voice from 2015 to 2017, those in the 55+ segment showed the greatest growth over the same period.

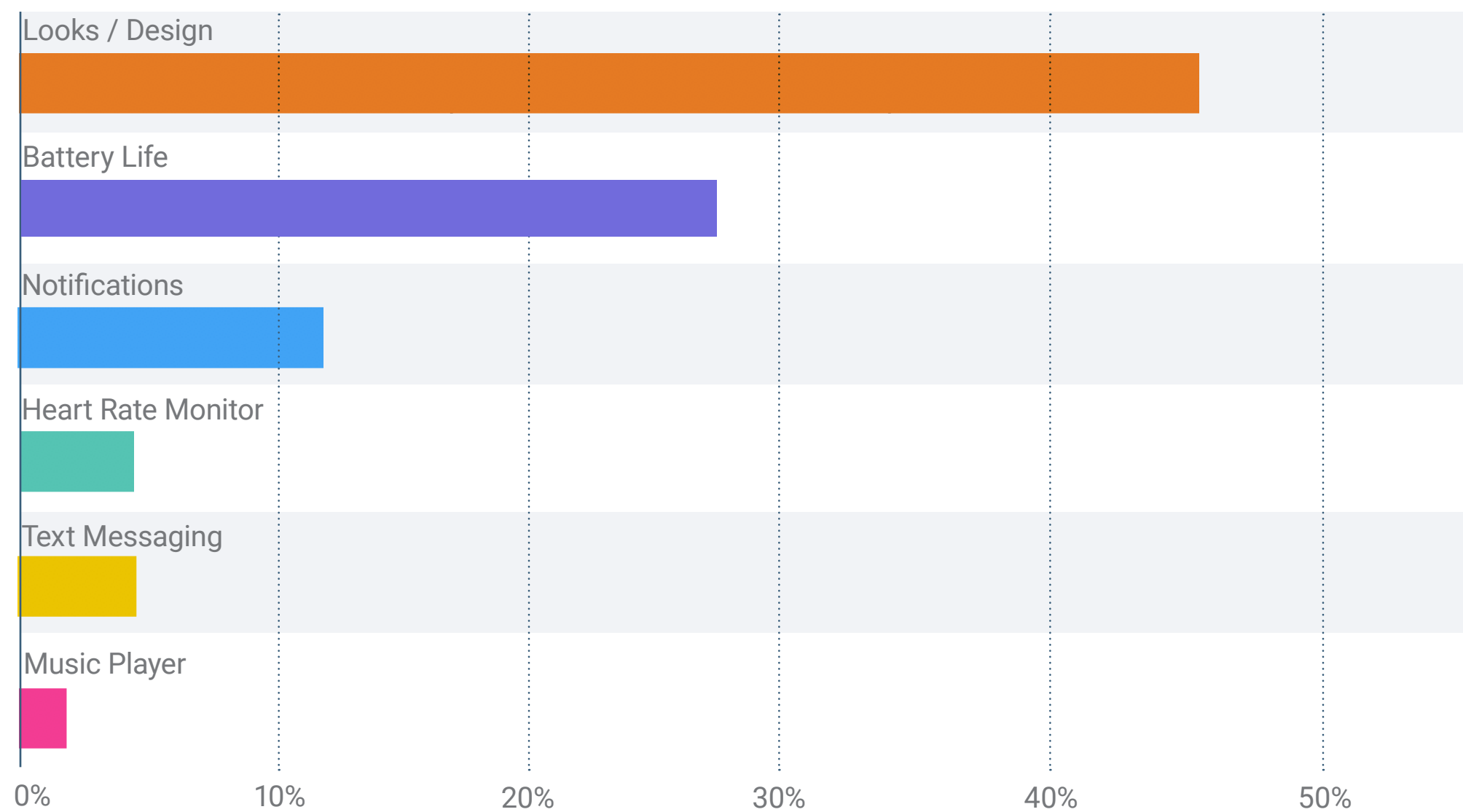


INSIGHT

Design beats out features in consumer preference

While the market is focused on the latest and greatest features, consumers are most interested in talking about how the device will look on their wrist.

TOP CONVERSATIONAL VOLUME PERCENTAGES

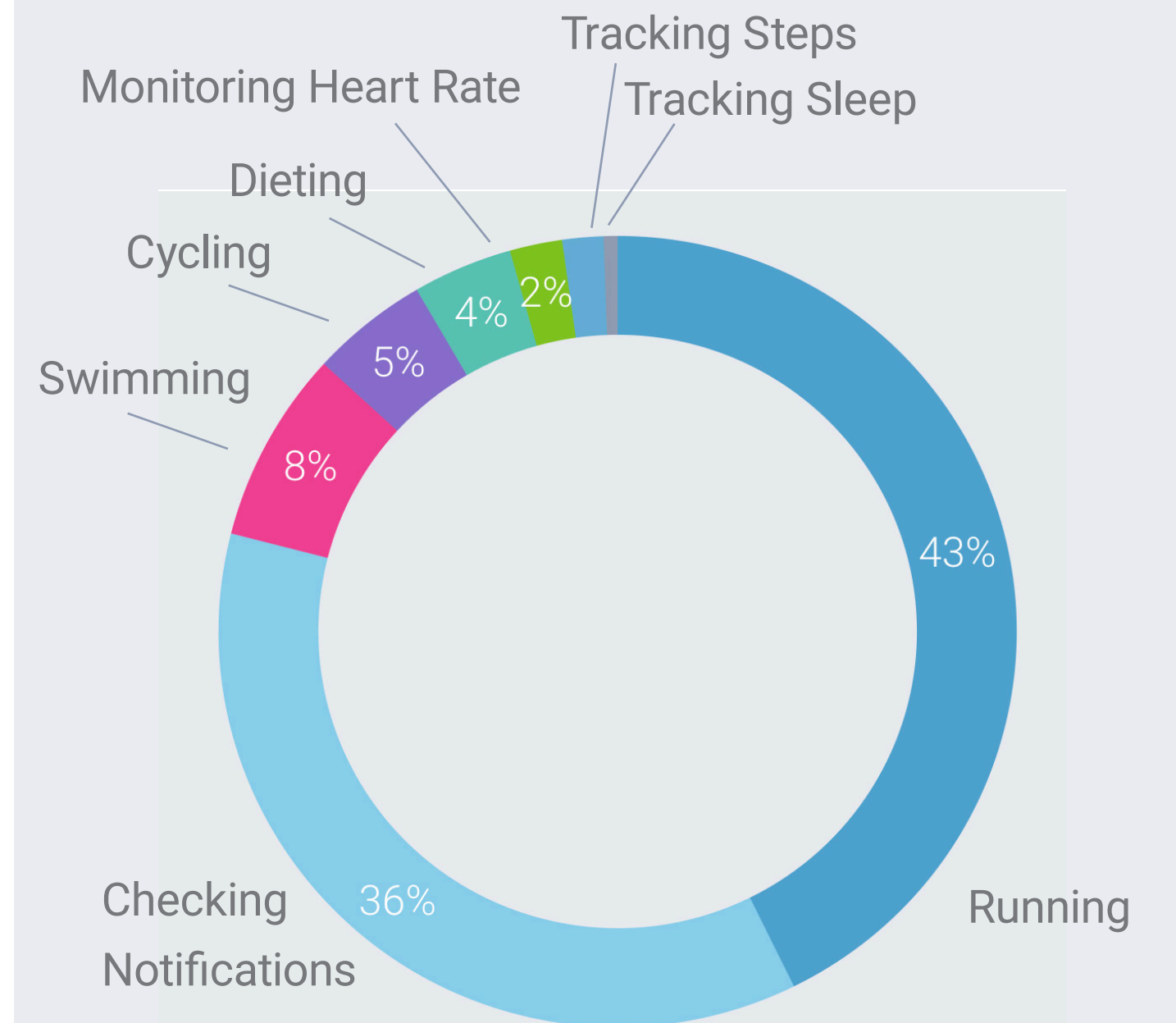


When looking to improve products based on consumer feedback, wearable brands should focus first on design, then on functionality features like battery life

DEEP DIVE

Don't run into that pole while checking notifications 🤔

The most discussed use cases for smartwatches was running and checking notifications. Unlike with fitness bands, monitoring heart rate and tracking sleep are among the least discussed use cases.



Apple leads in social sentiment but not reviews.



Apple Watch



Garmin Fenix



Samsung Gear



Winner

Metric	Description	Apple Watch	Garmin Fenix	Samsung Gear	Winner
Product Favorability	Percent of conversations that spoke positively about the product.	77%	66%	66%	Apple Watch
Product Attraction	Percent of people talking about how attractive the product is.	9.9%	16%	15%	Garmin Fenix
Product Quality	Percent of people talking about the quality of the product.	14%	13%	12%	Apple Watch
Product Confidence	Percent of people talking about their confidence in the product.	2.1%	3.4%	1.3%	Garmin Fenix
Brand Service	Percent of people talking about the service they receive with that brand.	3.4%	7.8%	8.1%	Samsung Gear

*Amazon review data was analyzed inside Atlas platform for scorecard data

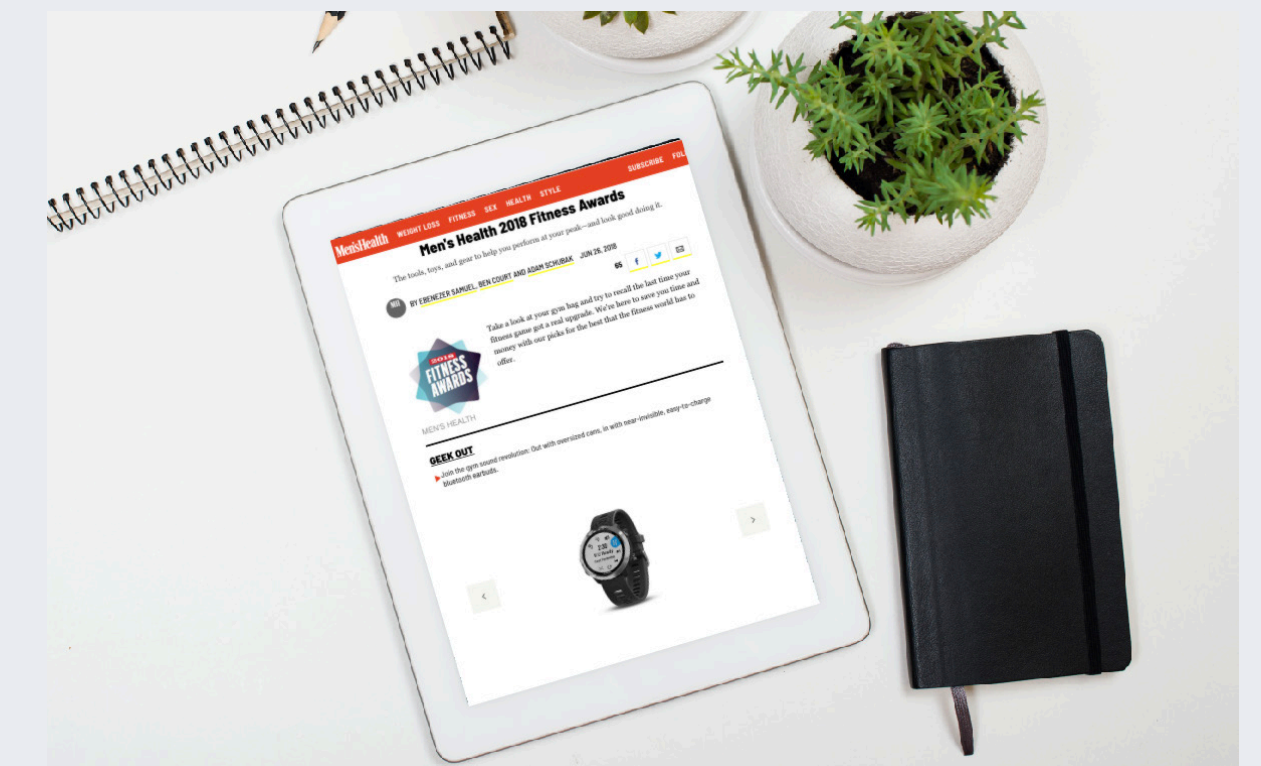
Garmin customers express dissatisfaction with customer service within Amazon Reviews



INSIGHT

And the award goes to... Garmin for best smartwatch for fitness

Despite negative sentiment surrounding Garmin's customer service, Men's Health magazine named the Garmin Forerunner 645 Music the best overall smartwatch in July 2018.

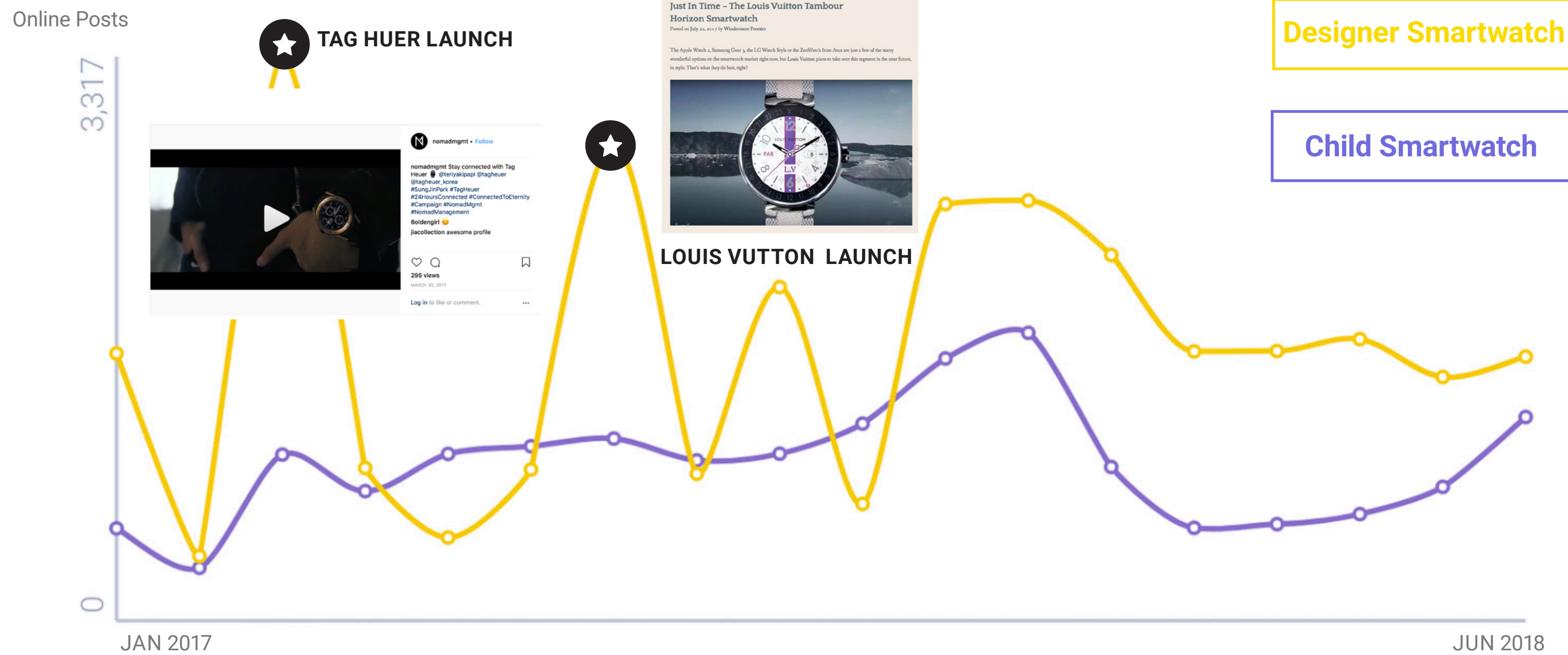


Do NOT buy this watch. I wanted to love this - it looks great and has all the functionality I needed as a casual runner and swimmer. I track activity and link the watch with My Fitness Pal. It worked great for about a month, then I noticed that the watch was randomly shutting off and restarting (once in the middle of a 20 mile run - I lost all the data). I contacted customer service and they did multiple things that did not resolve the problem. In the midst of this, I noticed that the altimeter was wildly inaccurate, saying I had climbed 10 or more flights of stairs when I had only climbed one or two. Customer service did troubleshooting but nothing worked. I asked them to replace the watch, which they were very reluctant to do. After many emails about the issues, they finally agreed to replace it, which involved them charging my credit card for the new device and me paying for the shipping to return the defective one (my credit card was refunded a few days after they received the defective one). The new watch worked well for a couple of months, but then stopped vibrating for any notifications. I contacted customer service and did troubleshooting once again. Nothing worked. They suggested AGAIN that I replace the watch.

MARKET OVERVIEW

Designer smartwatches and wearables for children are emerging in the market

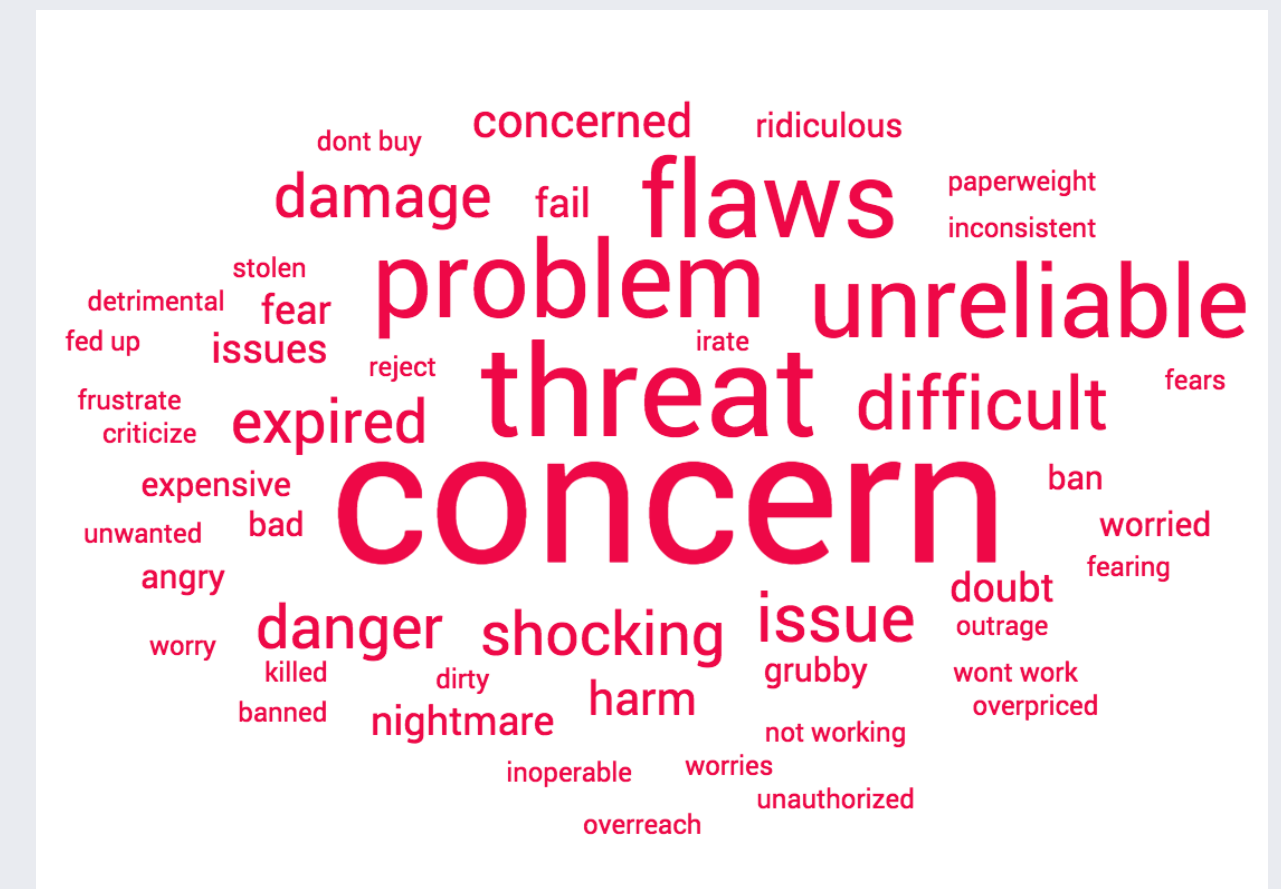
Fashion designers like Michael Kors, Kate Spade, Marc Jacobs and Louis Vuitton have introduced their own smartwatches into the space. Meanwhile, wearable brands have designed smartwatches for kids.



INSIGHT

This is not what they meant when they said “Spy Kids”

Privacy is the biggest concern for parents and smartwatches for children. A 2017 German regulatory agency banned the sale of smartwatches for children, saying they pose a considerable risk of spying. In 2018, the FTC raised concerns about kids smartwatch makers collecting data without permission.

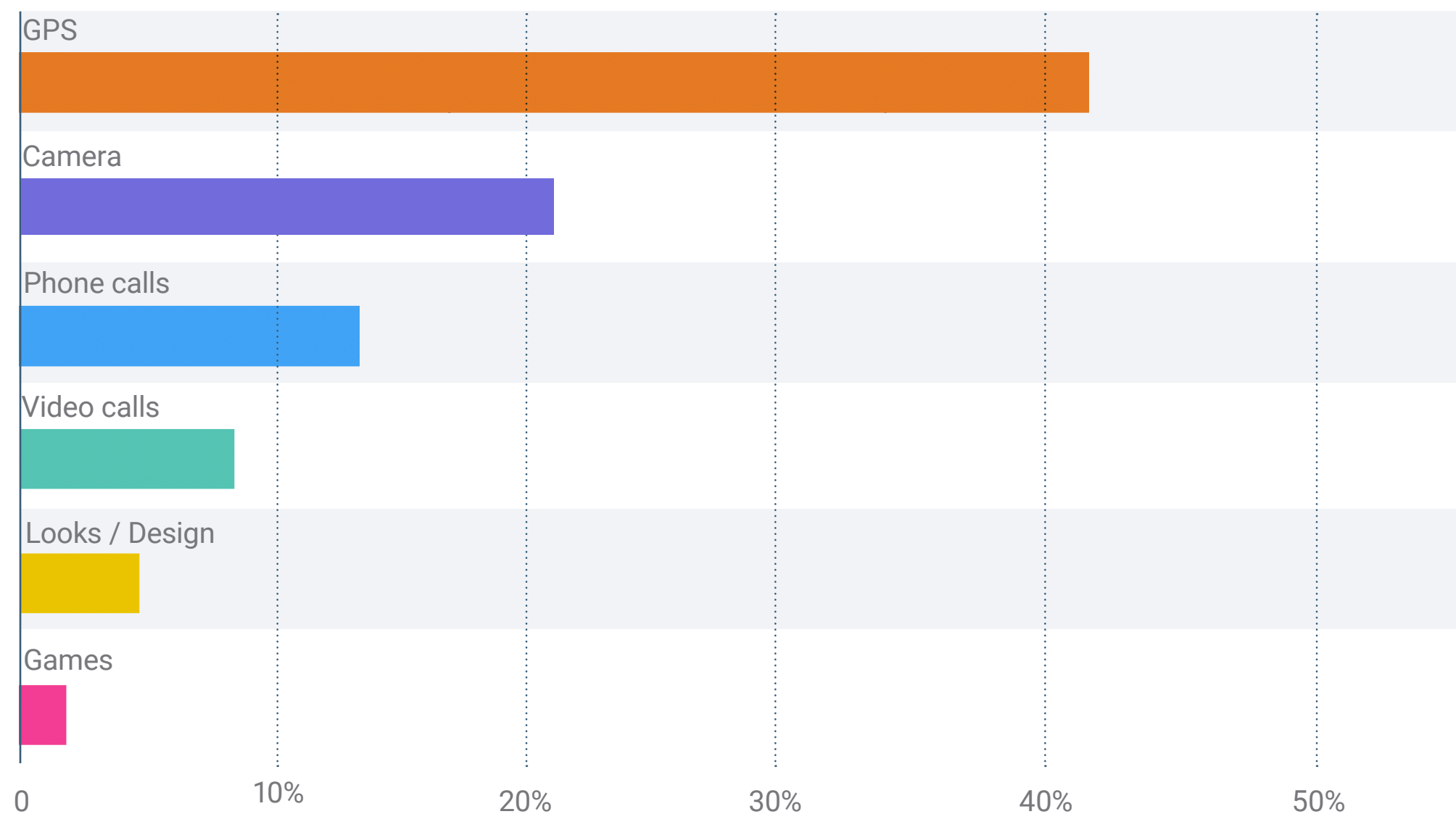


INSIGHT

Functionality drives kids' smartwatch wants

Sought-after features in kids' smartwatches are all dedicated to their primary function: for parents to monitor their children who wear them.

CONVERSATIONAL VOLUME PERCENTAGES



Trust is the most prevalent emotion in posts discussing GPS features.



DEEP DIVE

Parents are trying to find a way to bridge the communication gap without a cell phone

The era of an 80's parent has come to an end. Now parents are looking for ways to stay up-to-date on their child's location and want to easily communicate with them. Smartwatches may help bridge the communication gap without needing to get a cell phone.



Along with GPS tracking features, the ability to make phone calls landed high on the list of most discussed features for kids smartwatches.

INSIGHT

Designer smartwatches capitalize on a top category interest of style & fashion

With consumers most interested in the wearables' looks, there is a demand for designer smartwatches.

DEEP DIVE

Price competitive to Apple smartwatch yet luxury feel



A designer watch look and feel for nearly the same price as Apple's gadget? Michel Kors designer smartwatch retails for up to \$450, only slightly more than the Apple Smartwatch which retails for up to \$429.



TOP INTERESTS

SMARTWATCH

Category	Distribution	Ratio
Television Arts & Entertainment	32.1%	1.4x
Cell Phones Technology & Computing	27.8%	2.8x
Email Technology & Computing	19.4%	1.8x
Politics Law, Gov't & Politics	11.5%	1.5x
Clothing Style & Fashion	11.3%	1.2x
Beauty Style & Fashion	10.8%	1.1x

DESIGNER SMARTWATCH

Category	Distribution	Ratio
Fashion Style & Fashion	38.6%	5.7x
Clothing Style & Fashion	38.1%	4.2x
Cell Phones Technology & Computing	29.9%	3.1x
Television Arts & Entertainment	22.1%	0.95x
Email Technology & Computing	12.8%	1.2x
Portable Technology & Computing	11.9%	13x

Summary

The Apple Watch leads the smartwatch category, while other vendors respond to emerging consumer interests.

1

Design is critical to smartwatch consumers. The most discussed feature is now an emerging market for designer smartwatches.

2

Men interested in technology, like cell phones and email, and fashion are most likely to discuss smartwatches online.

3

Despite concerns over privacy and security from some countries, many consumers discuss childrens' smartwatches with positive emotions like trust and anticipation.

4

Advertisers can capitalize on the most rapidly growing segment for share of voice: older consumers.

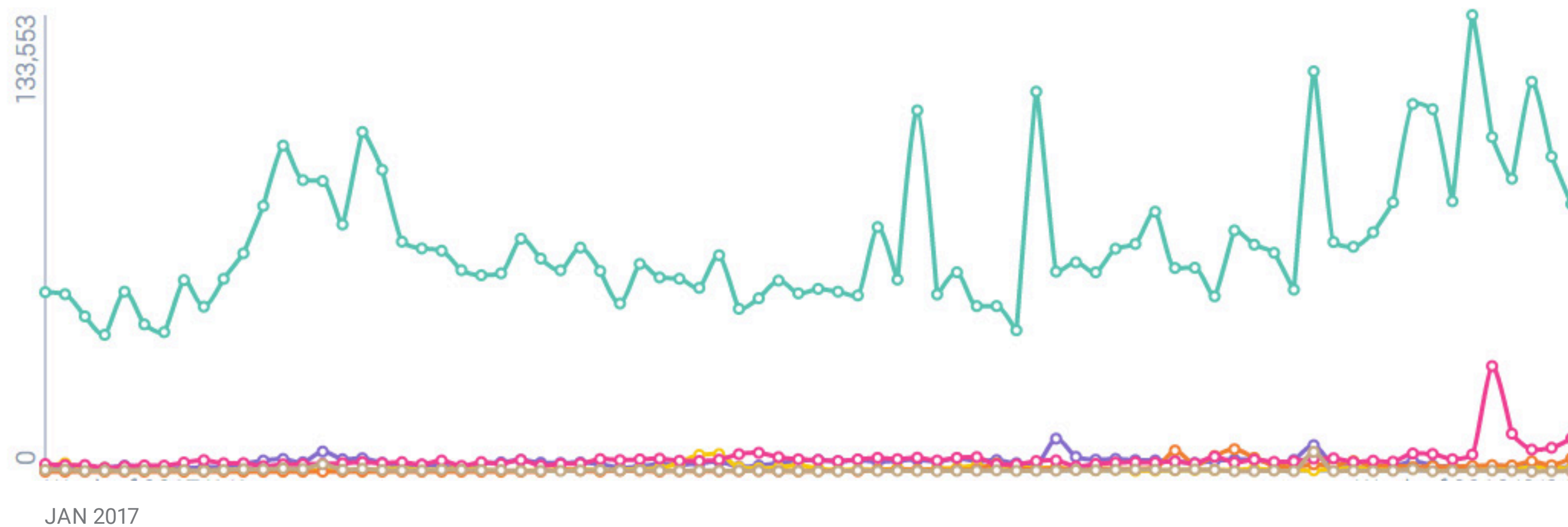
Fitness Bands



MARKET OVERVIEW

Fitbit owns the fitness band space

Across five different fitness band devices, Fitbit's online share of voice dominates, confirming IDC's shipment report previously mentioned. With stagnant growth expected however, Fitbit needs to find a new avenue to grow device sales.



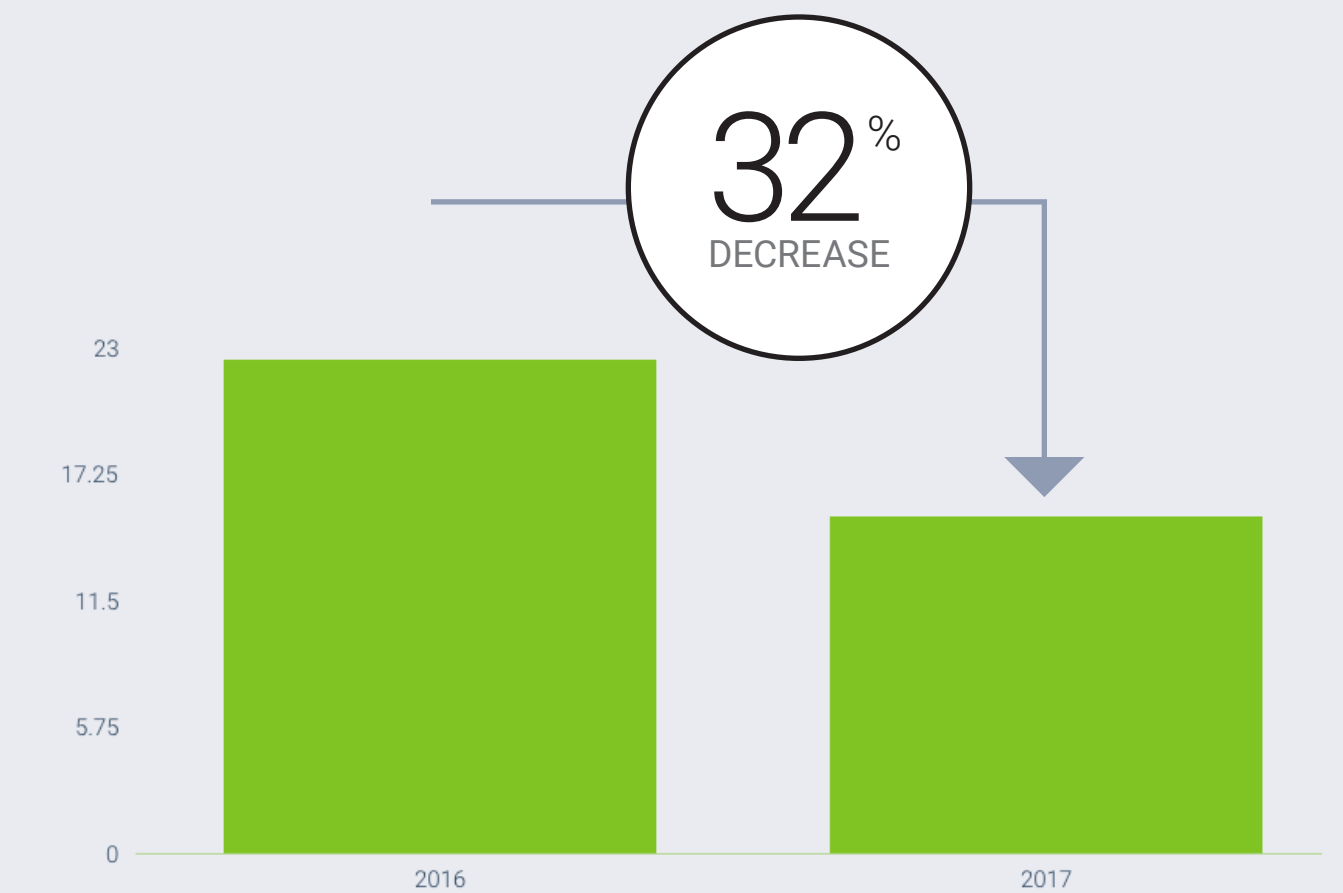
TOTAL POSTS ▶

Fitbit	Garmin	Samsung
5,240,301	284,731	284,731
Amazfit Bip	Xiaomi Mi Band	Misfit
71,379	284,731	33,993

INSIGHT

Survival of the fittest: Fitbit needs to aggressively drive growth

While new markets are emerging for smartwatches, fitness watch brands have been lacking in innovation. Fitbit should be aggressive and look to the emerging markets for smartwatches to capitalize on the growing trends.

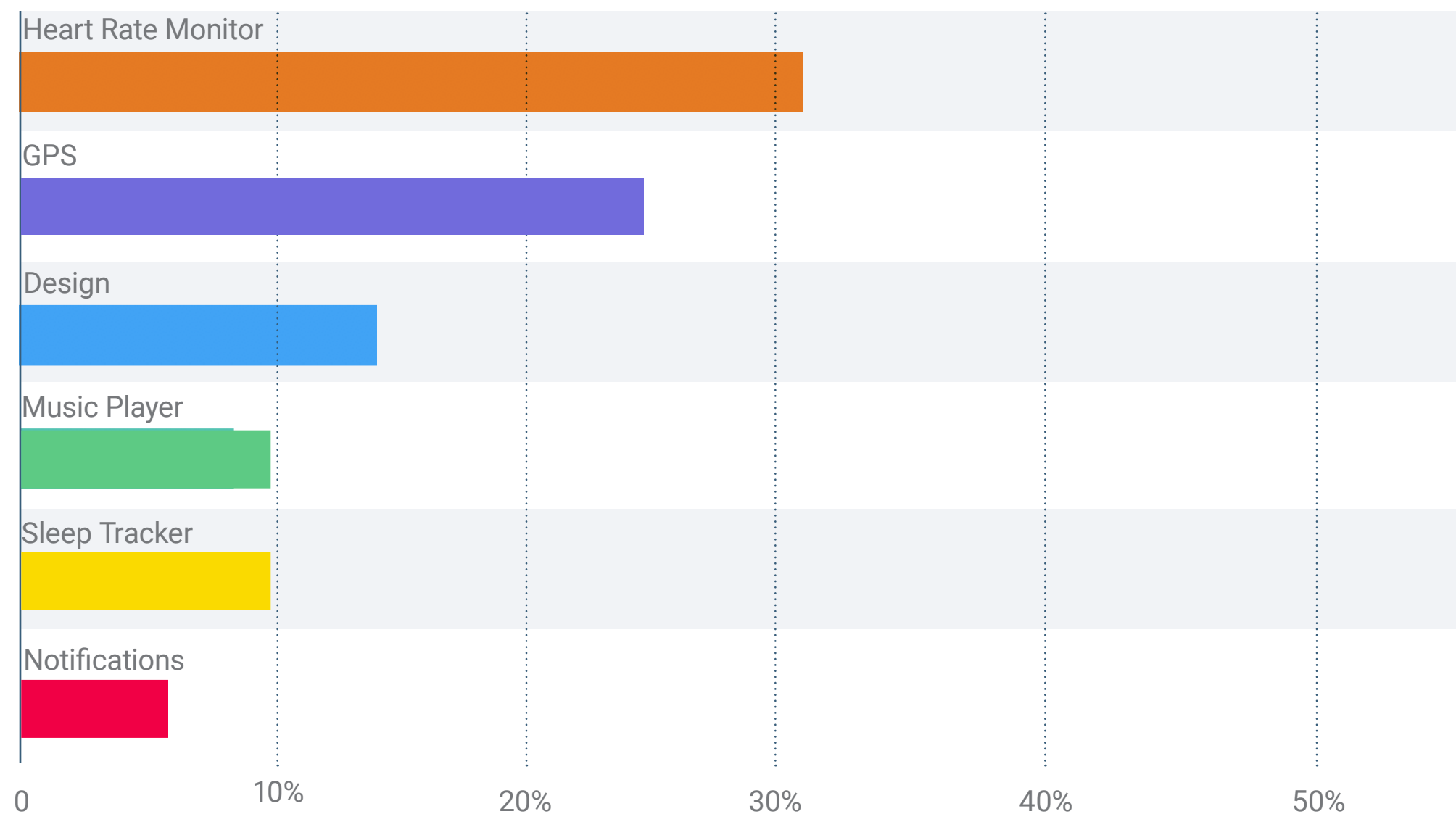


INSIGHT

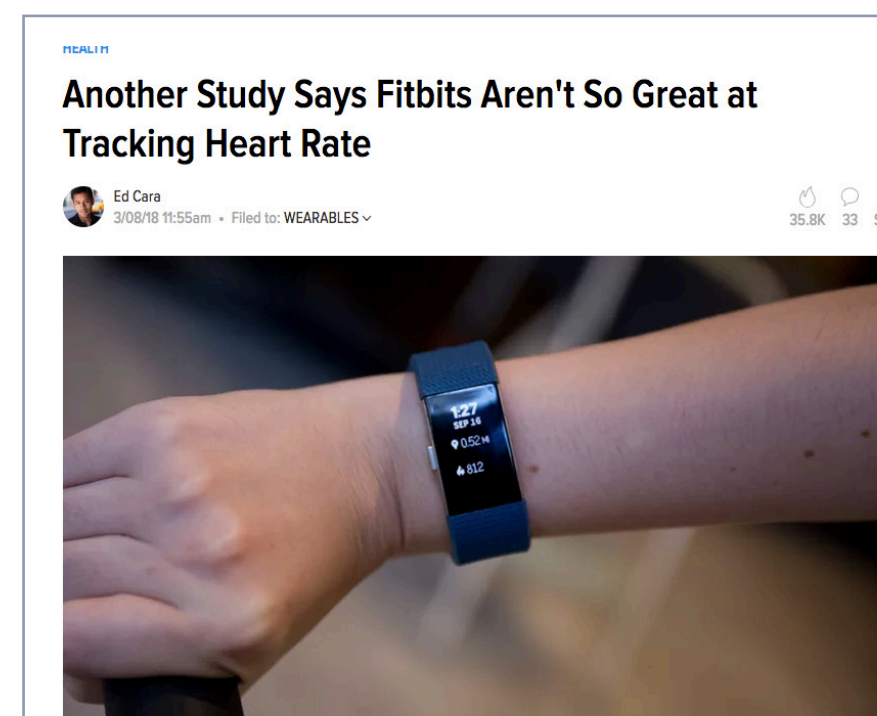
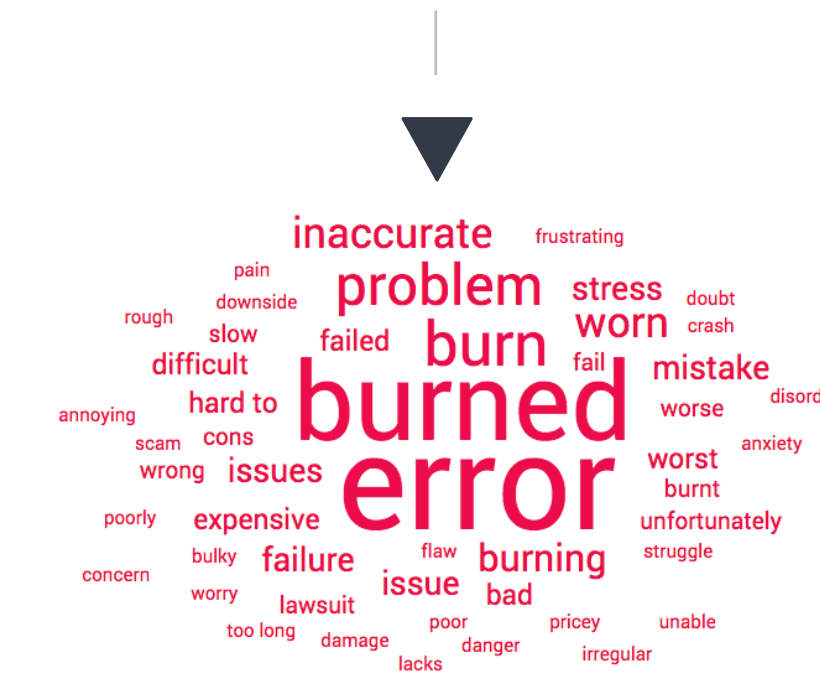
Features beat design in online social conversations

While the smartwatch consumer is focused on design, the fitness watch customers are true fitness enthusiasts who regard functionality over design.

TOP CONVERSATIONAL VOLUME PERCENTAGES



Reliability of the heart rate monitor is concerning for consumers.

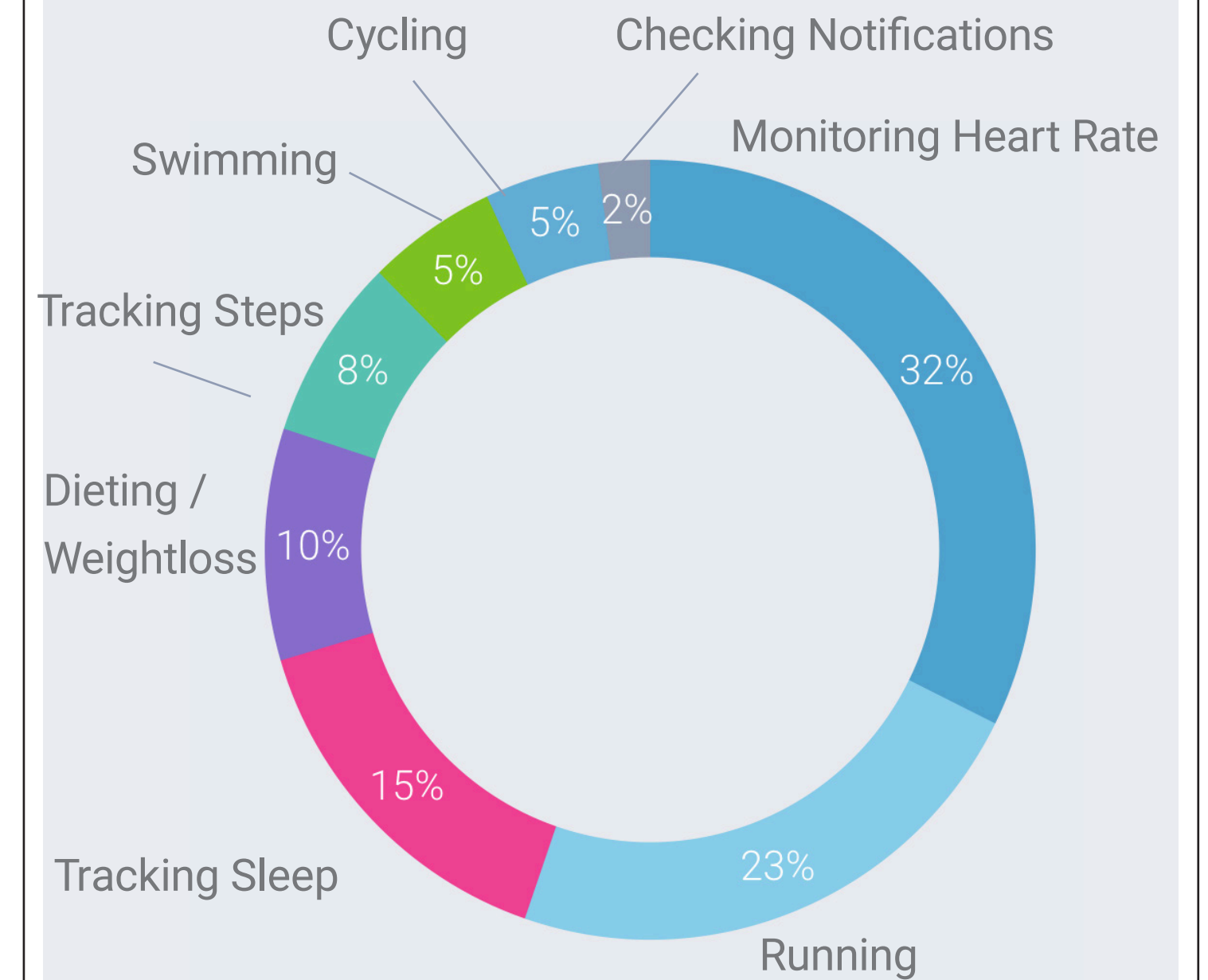


GIZMODO

DEEP DIVE

The heart of the matter: fitness band users value heart monitoring

Whereas smartwatch users care the most about running and getting notifications, the fitness band user is most interested in their "fit" activities with heart rate monitoring being the most important.

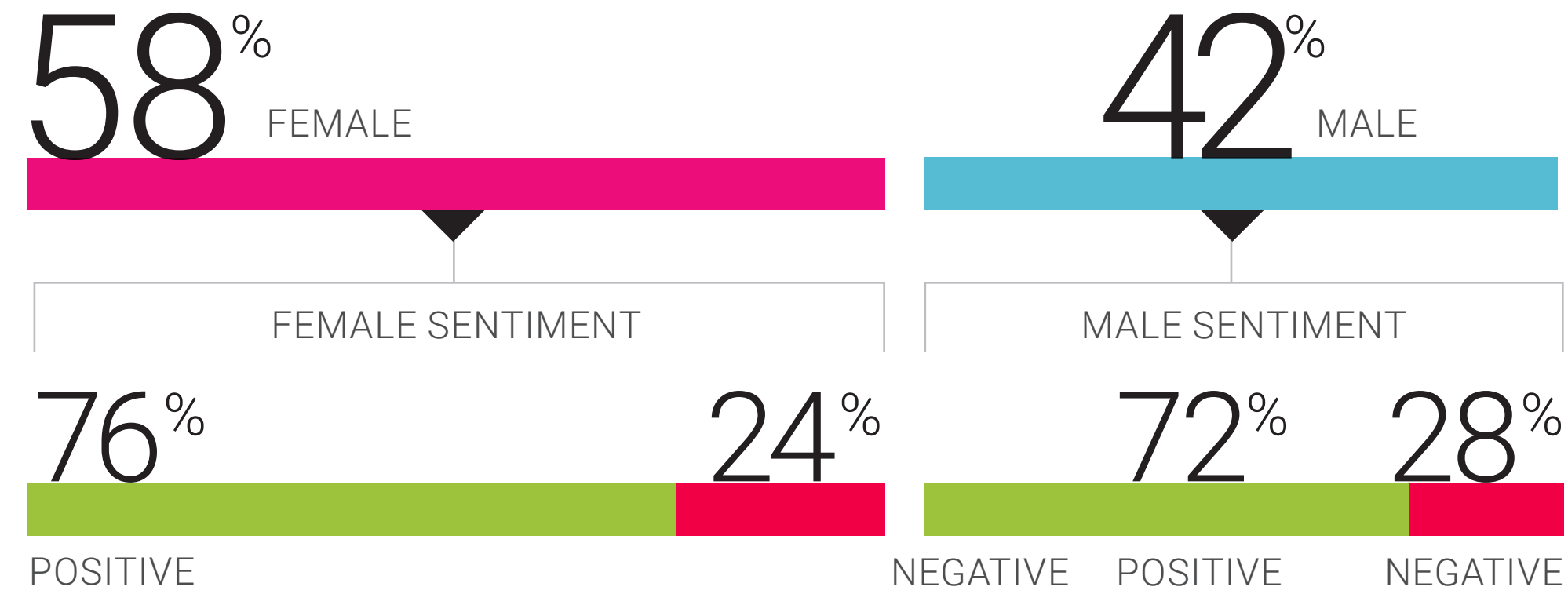


FITNESS BAND SOCIAL PERSONA

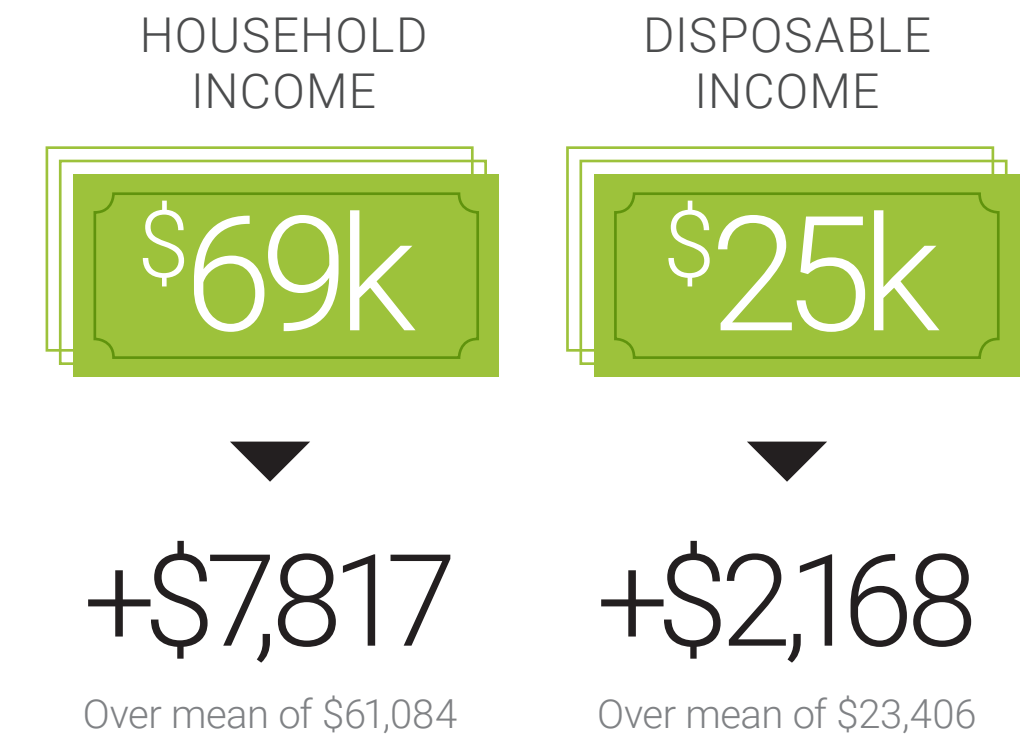
Style + fashion focused females

- Unlike those who discuss smartwatches, conversations about fitness bands have predominantly female voice.
- With these consumer characteristics, fitness band manufacturers could partner with fashion designers, allowing them to stay in-step with the emerging market for designer smartwatches.

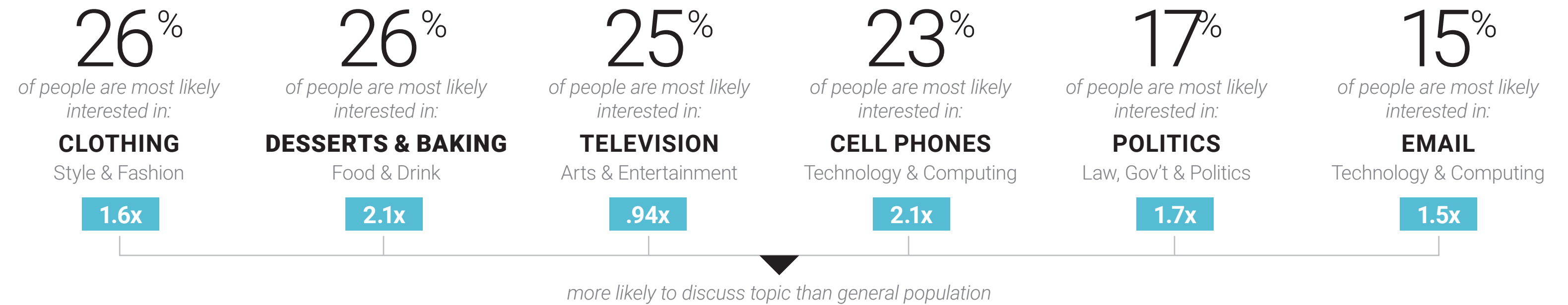
VOICE + SENTIMENT



BUYING POWER



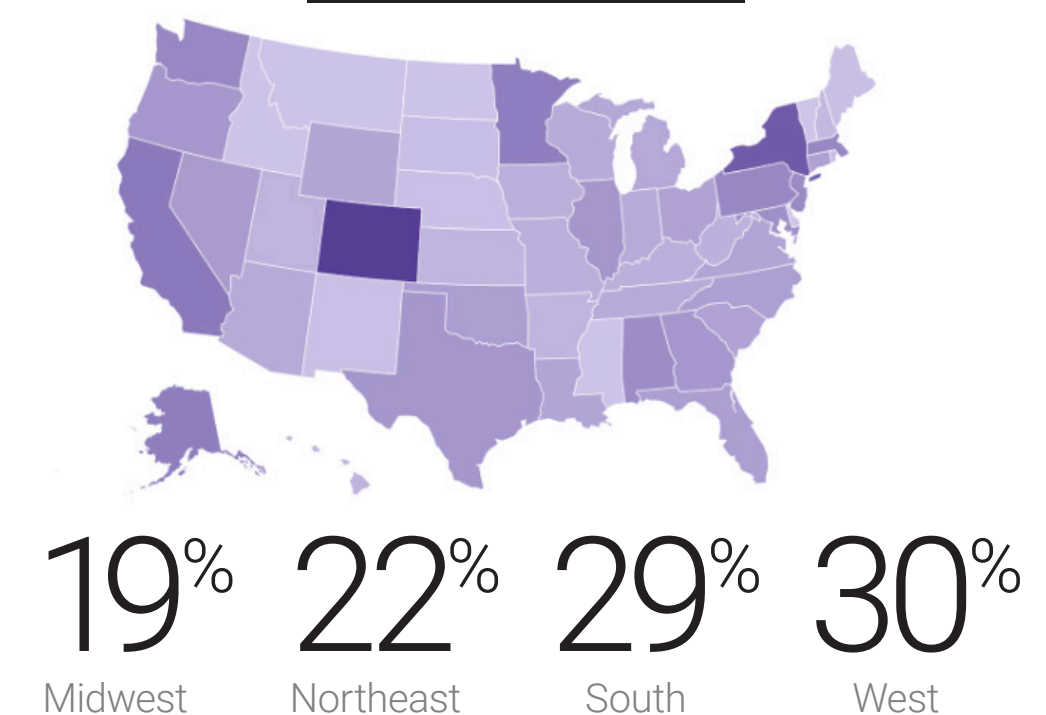
TOP INTERESTS



TOP LINGUISTIC TOPICS



GEOGRAPHY



Fitbit wins despite lower overall sentiment



Fitbit Charge HR



Garmin Vivosmart HR



Microsoft Band



Winner

		Fitbit Charge HR	Garmin Vivosmart HR	Microsoft Band	Winner
Product Favorability	Percent of conversations that spoke positively about the product.	46%	57%	61%	Microsoft Band
Product Attraction	Percent of people talking about how attractive the product is.	28%	26%	19%	Fitbit Charge HR
Product Quality	Percent of people talking about the quality of the product..	23%	23%	18%	TIE
Product Confidence	Percent of people talking about their confidence in the product.	8.2%	1.6%	2.3%	Fitbit Charge HR
Brand Service	Percent of people talking about the service they receive with that brand.	37%	15%	13%	Fitbit Charge HR

*Amazon review data was analyzed inside Atlas platform for scorecard data

Summary

Fitbit leads outright in market share, but consumers can still find reasons to choose competitors.

1

Although Fitbit leads in both market share and online share of voice, competitors like Garmin still achieve higher positive sentiment relative to Fitbit with certain devices.

2

Consumers primarily interested in monitoring heart rate may find fitness bands a better fit than smartwatches.

3

Fitness band manufacturers partnering with fashion designers could resonate with the style and fashion-focused females that make up a majority of the fitness band audience.

4

Slowing or stagnant growth of the fitness band market may bring vendors in-step with smartwatch trends - even launching more of their own smartwatches.

Conclusion

As the wearable technology market continues to grow, our analysis projects smartwatches will become the dominate category over fitness bands.

Although Apple has become the key player in the smartwatch space, emerging markets like designer and children's smartwatches could compete on a smaller scale. Designer smartwatches could help appeal more to females in this mostly-male market.

IDC expects the fitness band market to plateau in the coming years. However, with heart rate monitoring dominating the discussion of fitness band features online, consumers who are more interested in this feature over others may gravitate towards fitness bands over smartwatches.

By leveraging deep social listening insights featured in this report, tech brands can help uncover hidden trends and new opportunities for their products and brands. Understanding the emerging markets, feature preferences, and consumers' interests outside of products can play a key role in continued growth in a competitive market.

To recap, the specific examples in this report demonstrated how insights derived from social data can be used to:

- 1 Understand consumer sentiment and emotion surrounding specific products and features.
- 2 Uncover emerging markets that could spur growth within a category.
- 3 Analyze market share leaders and how other vendors can compete in a given space.
- 4 See how consumers use devices with a breadth of possible use cases.
- 5 Explore consumer personas with demographic details, along with trending topics.

Methodology

The featured data is derived from the social listening insights available in Infegy Atlas since 2015. Data was pulled using research within the platform using the brand conversations in our database. The conversational data includes content pulled from:

- Social media channels
- Blogs and user-created articles
- News publications
- Forums
- Review sites
- Comments
- Other online channels where users discuss the related topics

The featured products, and the listed competitors, were chosen based on analysis of shipment data, overall market share, online share of voice and consumer reviews of top devices.

NOTE: the list of devices considered in this report is not exhaustive of all devices in the market.

SOURCES

Wearable Device Shipments Slow in Q1 2018 as Consumers Shift from Basic Wearables to Smarter Devices, According to IDC - 2018-06-04

Smartwatches to Have More Than Just Fifteen Minutes of Fame, According to IDC - 2018-03-20

Global Wearables Market Grows 7.7% in 4Q17 and 10.3% in 2017 as Apple Seizes the Leader Position, Says IDC - 2018-03-01

IDC Forecasts Shipments of Wearable Devices to Nearly Double by 2021 as Smart Watches and New Product Categories Gain Traction - 2017-12-20

New Wearables Forecast from IDC Shows Smartwatches Continuing Their Ascendance While Wristbands Face Flat Growth - 2018-06-18

Men's Health 2018 Fitness Awards - 2018-06-26 - <https://www.menshealth.com/fitness/a21932591/mens-health-2018-fitness-awards>

Get results. Choose the best technology.

Beyond volume and sentiment, Infegy Atlas helps researchers get to the heart of what consumers think and discuss, and how they feel about topics and brands through nearly instant analysis of millions of social conversations.



RESULTS YOU CAN TRUST

93% sentiment accuracy and 97% recall — backed by the largest validation test ever published in the industry.

AUDIENCE SEGMENTATION

Default and customizable audience segments that enable users to create social media focus groups to perform more targeted research and deeper discovery.

EVENT DETECTION

Sophisticated statistical analysis of more than 125 metrics that highlights the key drivers within conversations and identifies the most important events.

FLEXIBILITY

Unlimited search queries and data access going back all the way through 2007, allowing you to perform more research and pivot more quickly.

CONTEXT

Deeply understand complex nuances, including emotions like trust and themes such as purchase intent, automatically.

SPEED

Through the API or the UI, return advanced contextual analysis within seconds of hitting submit.



Infegy is the leading SaaS data analytics company that helps global agencies and enterprise partners understand their consumers to make more informed business decisions.

Our cloud-based social media intelligence platform, Infegy Atlas, is powered by Infegy's best-in-class Natural Language Processing and machine learning technology to provide real-time insights leveraging social media data from the more than 400+ million sources.

With a focus on translating the voice of the consumer into actionable intelligence, Infegy Atlas has been utilized to determine what moms think about sugar content in breakfast cereals, what drives sales for nail polish, and if the PlayStation 4 will outsell the Xbox One.

Ready to see the software used to create this report in action? Get a personalized demo of Infegy Atlas.

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