CCS Insight
Wearables Forecast

Sales

- Smartwatches
- Wristbands
- Wearable cameras
- Glasswear
- Tokens, clip-ons, and jewellery
- Others

Cumulative sales of wearables from 2014 to 2018 will reach 370 million
129% growth of sales in 2014

14x more wearables will be sold in 2018 than in 2013

Glasswear
2% of consumer smart wearables sold in 2018 will be glasswear

Wearable cameras
1 in 40 people in developed markets will own a smart lifelogging device at the end of 2018

Smartwatches
Over half of wearables sold in 2018 will be smartwatches

Tokens, clip-ons, and jewellery
Fashion meets wearables in this category that will make up 3% of the market in 2018

Wristbands
will make up 59% of the wearables sold in 2014

Smartphone Companions
50% of wearables sales in 2018 will be devices that enhance the smartphone experience
8% of smartphones in developed markets in 2018 will have a wearable companion

Worldwide Market

Over 250 million wearables will be in use in 2018, and 77% of these will be in developed markets

6.7% of the population in developed markets will own a quantified self device at the end of 2018

CCS Insight, August 2014