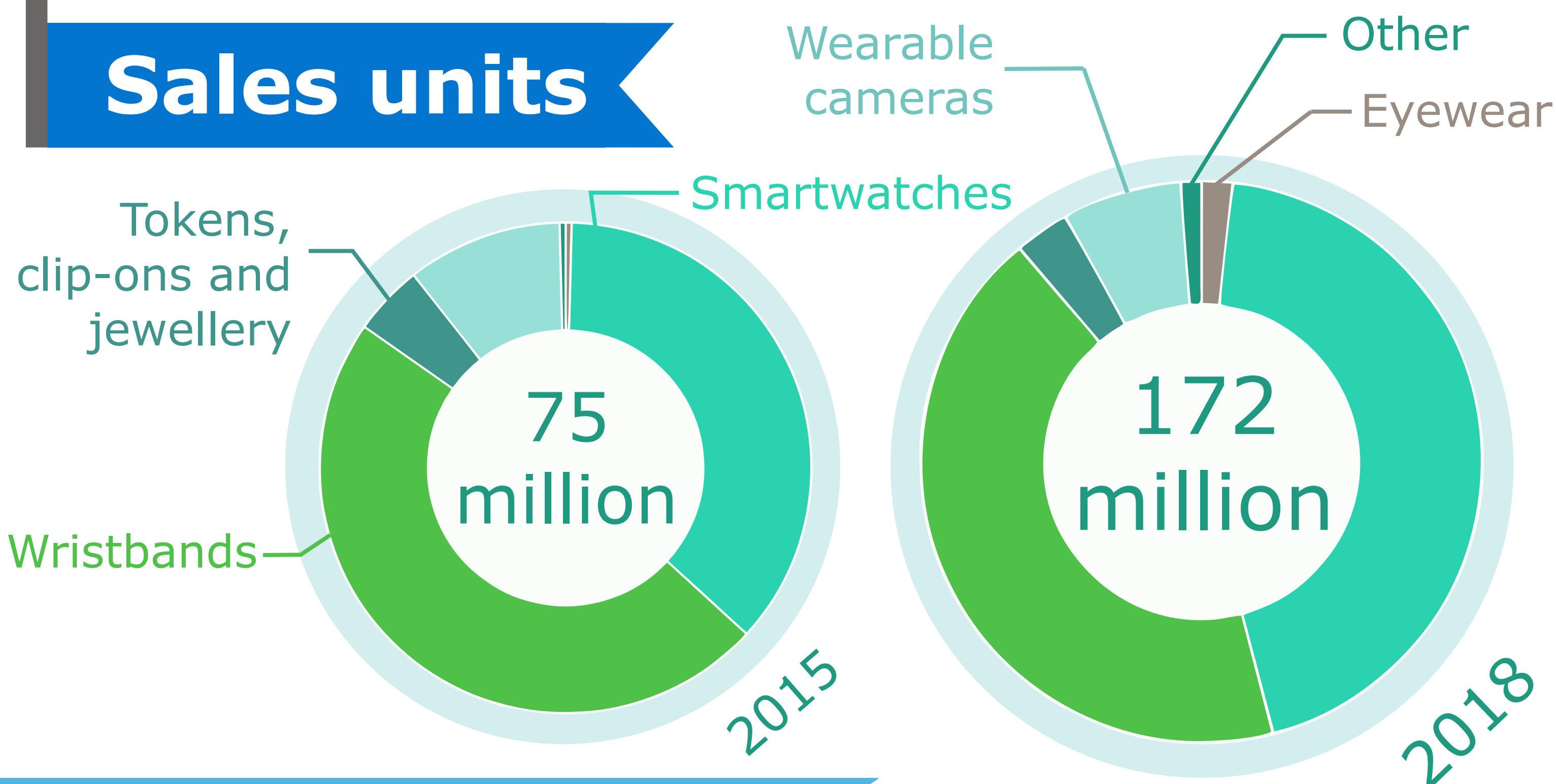




# CCS Insight Global Wearables Forecast

February 2015

## Sales units



## 2015 versus 2014

**8X** more smartwatches sold

**2X** more fitness and activity devices sold

**163%** more wearables in use

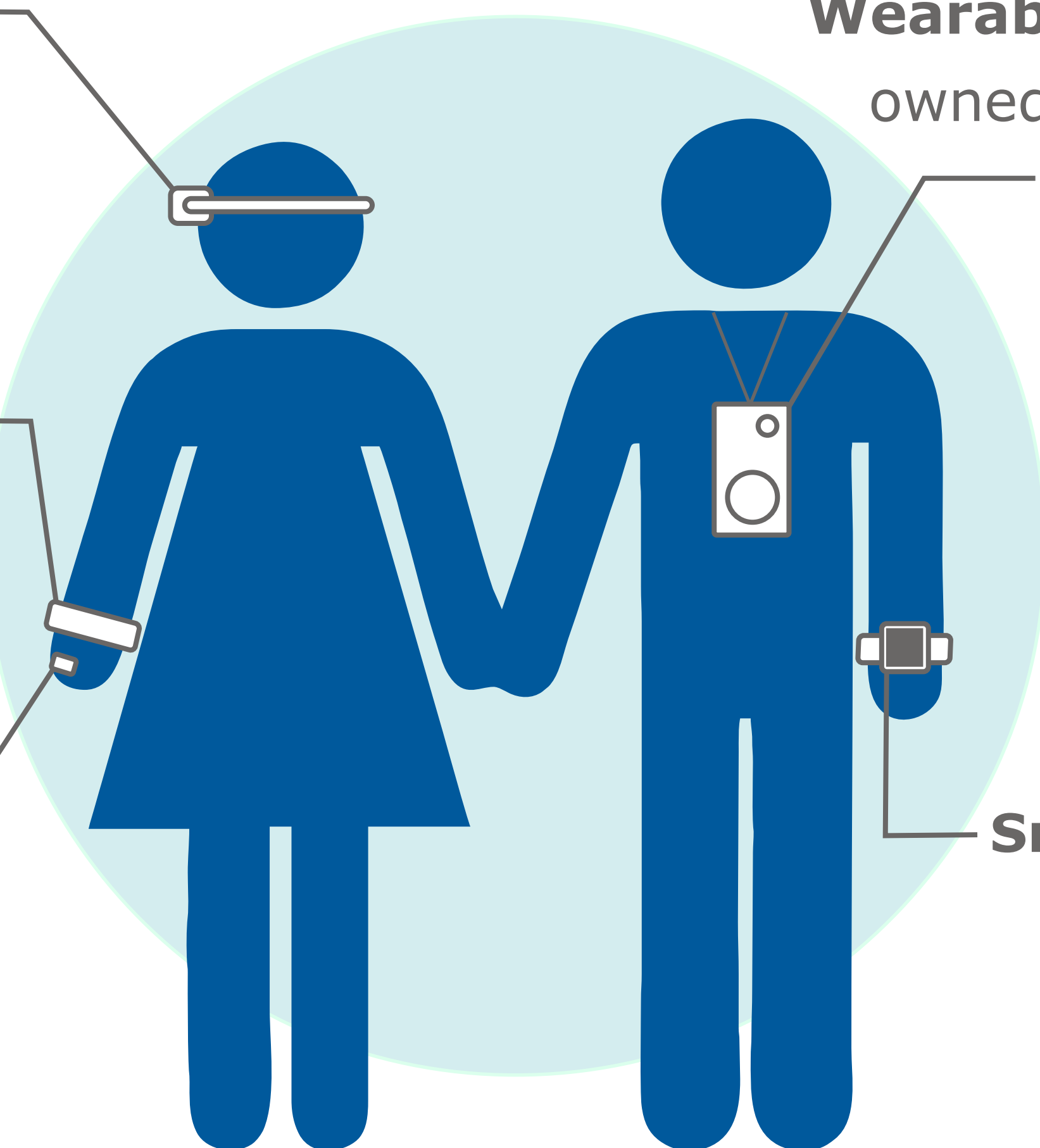
## Device Sales in 2018

**Eyewear**  
**3 million**  
units, mostly  
to businesses

**Wearable cameras**  
owned by **3.1%**  
of people in  
developed  
markets

**Wristbands**  
**43%**  
of sales

**Tokens,  
clip-ons and  
jewellery**  
**5 million**  
units



**Smartwatches**  
**44%**  
of sales

## Wearable Devices in Use

More than **340 million**  
by the end of 2018

**8X** more than at the start of 2015