

Global Wearable Device Market: Key Research Findings 2014

◆ Research Outline

Yano Research Institute has conducted a study on the global market of wearable devices with the following conditions:

1. Research period: June 2013 to August 2014
2. Research target: Manufacturers of mobile phones, smart phones, computers, domestic semiconductors, and other related organizations
3. Research methodologies: Face-to-face interviews by the specialized researchers, surveys via telephone/e-mail, and literature research

<What are Wearable Devices?>

Wearable device is a general term of wearable IT devices which are terminals used by aligning them with smart phones. Not only they can supplement the functions of a smart phone, but they can submit vital data, acquired through sensors installed in wearable devices, to the internet cloud services. Popular wearable devices include “smart glasses”, the glasses-type, device “smart watches”, the watch-type devices, and “smart bands” specialized in collecting vital data.

◆ Key Findings

■ **Global Shipment of Wearable Devices in 2013 Attained 6.71 Million Units, Projected to Achieve 223.90 Million Units by 2017**

Size of the global wearable device market in 2013, based on the shipment volume from manufacturers, reached 6.71 million units. Among various wearable devices, smart bands have driven the global market with 4.39 million units shipped, followed by smart watches with 2.295 million units. The market size is projected to expand to 223.90 million units by 2017.

Smart watch market is likely to grow rapidly if Apple Watch is assessed favorably. Smartbands, with their health functions that enable to measure body temperature, pulse rate, blood pressure, and etc. are expected to expand globally in the business category.

■ **Domestic Shipment of Wearable Devices in FY2013 Attained 530 Thousand Units, Projected to Achieve 13,100 Thousand Units by 2017**

Size of the domestic wearable device market in FY2013 reached 533 thousand units based on the shipment volume from manufacturers. Smartbands shipped 332,000 units and smart watches 200,000 units. The entire market size is projected to expand to 13.10 million units by 2017.

As for the domestic market, though the awareness of wearable devices is rising, it is not enough to say that they are fully acknowledged, yet. The domestic wearable market is expected to expand further as awareness rises, and as terminals and services have come to be provided by telecommunication or other businesses.

◆ Report format:

Published report “Smart Phone-Aligned Services and Devices Market 2014”

Issued on: August 27, 2014

Language: Japanese

Format: 369 pages in A4 format

Price: 250,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

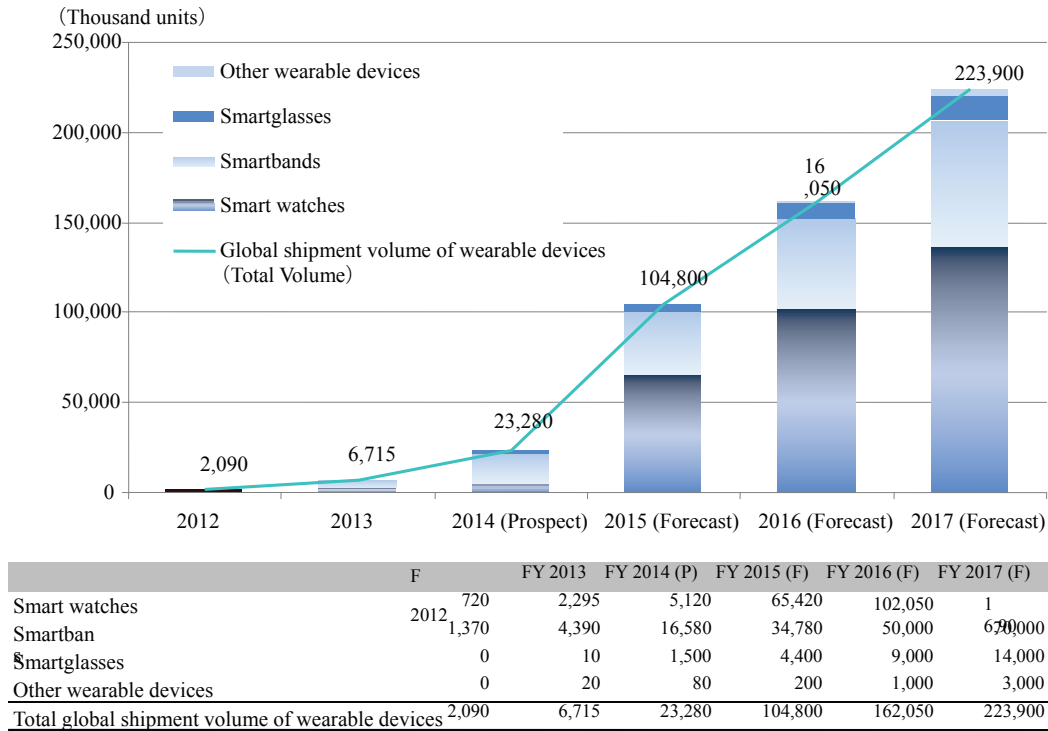
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

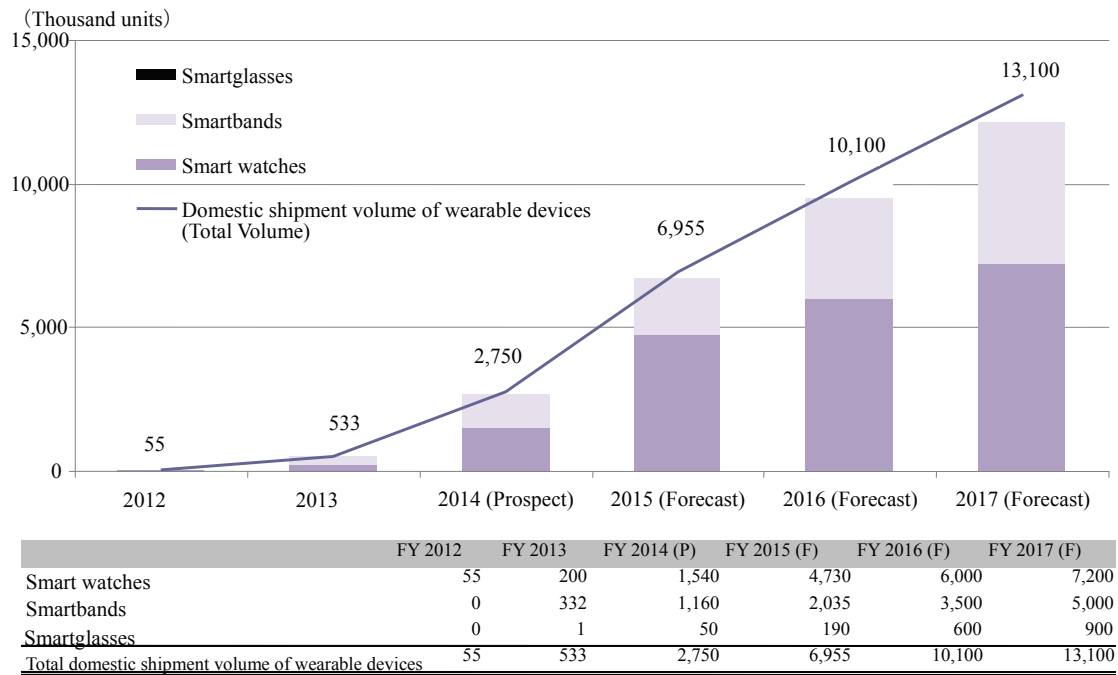
E-mail: press@yano.co.jp

■ **Figure 1: Transition and Forecast of Global Market Size of Wearable Devices**



- Notes:
1. The figures are based on the shipment volume of manufacturers.
 2. (P) stands for prospect, (F) stands for forecast.

■ **Figure 2: Transition and Forecast of Domestic Market Size of Wearable Devices**



- Notes:
3. The figures are based on the shipment volume of manufacturers.
 4. (P) stands for prospect, (F) stands for forecast.

■ Table 1: Major Types of Wearable Devices

Product Category	Details
Smart Watch	A general term of watch-shaped small computer terminals. There are two types: One works by connecting to smartphones, and another works by communication module installed into it.
Smartband	A general term of band-shaped wearable devices that collect vital data and life logs through the sensors installed. These data can be submitted to cloud system, where they are accumulated by means of smartphones or other devices that are connected.
Smartglasses	A glasses-shaped terminal
Smartring	A ring-shaped terminal. Various commands can be executed by means of finger movement. It informs the arrival of information to smart phones by vibrating itself.
Smart Headphone/Earphone	A head-phone/ear-phone-shaped terminals
Others	Various types are developed, including those belt-shaped terminals that aim to make better posture of users, those that make sound from smart phones according to users' moves by the body movements of users, and those that can be used as sensors.

