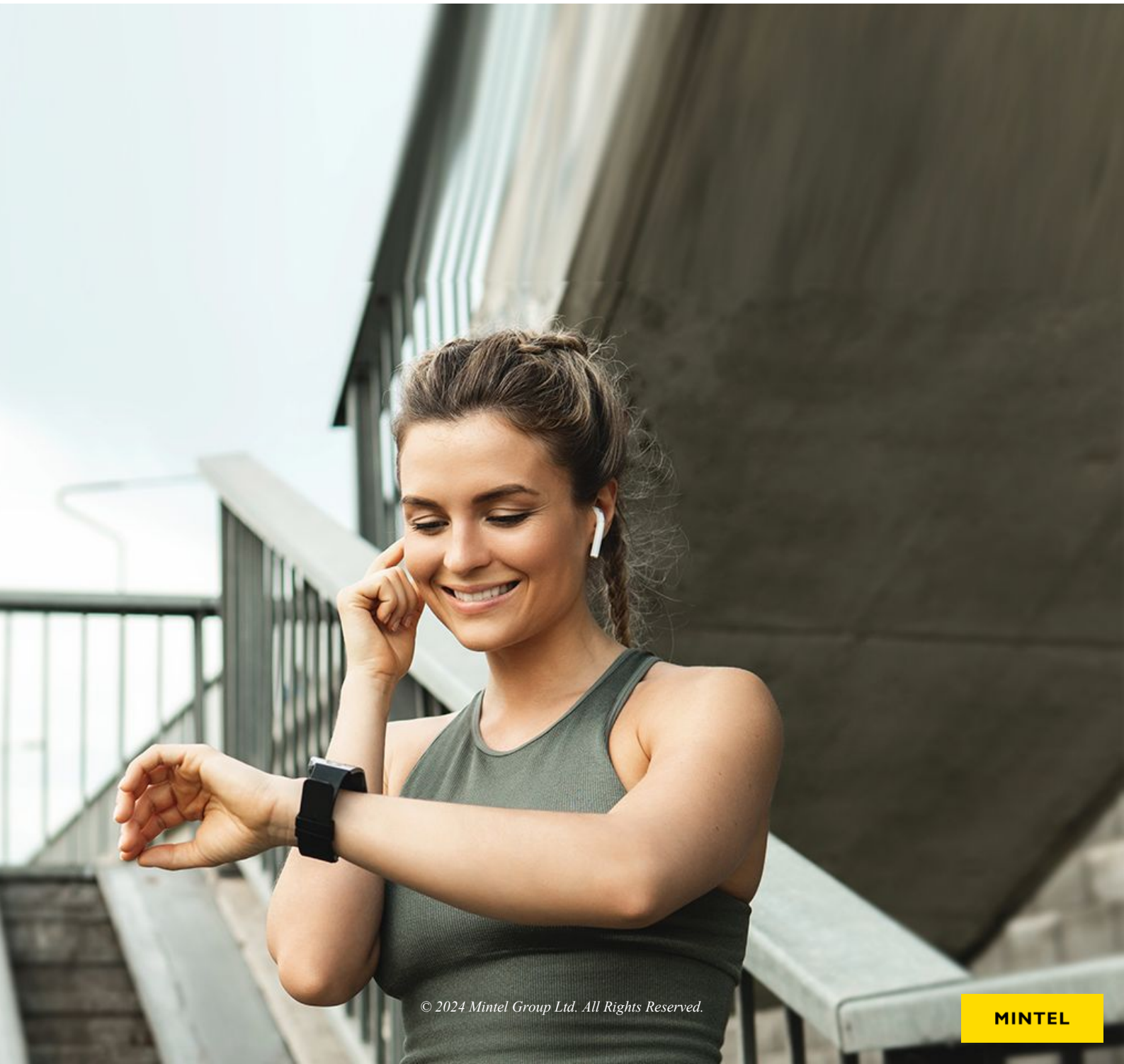


WEARABLE TECHNOLOGY – GERMANY – 2022

The market for wearables in Germany is driven by higher-income households, and inflation will further limit purchases by less-affluent consumers. Underpinning lasting value to drive demand is key, for example by highlighting use of robust materials and offering extended warranties.



Jan Urbanek, Principal
Analyst



Wearable Technology – Germany – 2022

This report looks at the following areas:

- The short-, medium- and long-term impact of inflation on wearable technology, including changing usage habits and buying intentions.
- The growing popularity of smart earbuds, which brands are the most popular, which features are most important to consumers and which innovations can enable companies to earn market share.
- Ownership of smartwatches, which brands are most popular and how consumers' usage of these devices has changed since last year.
- Consumers' interest in niche wearable technology products like smart glasses, smart clothing and smart jewellery, and potential barriers to purchase.

Overview

65% of German Gen Zs find wearable technology devices stylish, making the way they look a valued feature of smartwatches and wireless earbuds. As sustainable fashion booms among Gen Zs and they strive for a unique style, embracing recycled materials, collaborating with sustainable fashion brands and providing options for customisation (eg to design one's own smartwatch strap) are great tools to strike a chord with this key target group for wearables in Germany.



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Higher-income households have been driving the wearables market in Germany and **inflationary pressures on budgets** may further discourage consumers with less financial leeway from turning their interest in wearables into action. Brands need to underpin the value-for-money proposition of their devices to capitalise on this demand. **Highlighting use of sturdy materials, offering extended warranties and emphasising health benefits are great tools to convey that devices offer excellent and lasting value for money.**

39% of Germans would be interested in sharing health data tracked by a wearable device with their doctor and **50%** would also use digital health apps prescribed as a form of treatment. Wearable brands have **significant opportunities to close the gap between personal and professional healthcare by aligning their devices with apps available on prescription in Germany**, for example by matching activity data with a mood diary app for patients with depression.

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Report Content

EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- The five-year outlook for wearable technology in Germany

Market context

- Germans are keen on leading an active lifestyle
- Mental health of growing concern in Germany
- 5G to catalyse development of wearables

Opportunities

- Tap into the sustainable fashion trend among Gen Z
- Maximise utility by tapping into medical use cases
- Tap into Millennials' career orientation to spur further smartwatch demand...
- ...by catering to their wellbeing at work

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 - Graph 2: fitness band/sport watch brands owned, 2021
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- The impact of the economy on the wearables market

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Appendix – products covered, abbreviations, consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

Appendix – market size

- Market size – volume – smartwatches
- Market size – volume – fitness tracker

- Market size – volume – smartwatches & fitness trackers (total)

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