

# WEARABLE TECH TRENDS USA 2021

With worldwide spending on wearable devices totaling **\$81.5 billion** in 2021, an 18.1% increase from **\$69 billion** in 2020, the sector is growing at pace.



## THE WEARABLE TECH LANDSCAPE



Among device owners, **14%** bought their smartwatch/fitness tracker since the start of the pandemic

In terms of usage, counting steps (**59%**), workout/athletic performance (**42%**), heart health (**37%**), sleep quality, and duration (**35%**) are popular use cases

**58%** of US households own a smartwatch or fitness tracker

**39%** of Americans own a smartwatch or fitness tracker personally

## AUDIENCE INSIGHTS



Wearable tech audience size: 24.1 mn (Q1'2021)



50/50 gender split



Major share are from high-income households (50%), are employed in full-time roles (61%) and are married (54%)



29% are aged 25 to 34, 22% aged 35-44, 20% aged 16-24 and 17% aged 45-54



Top smartwatch brands owned: Apple (31%), Samsung (10%), Fitbit (3%), Garmin (2%), Others (2%)

## WHERE TO REACH USERS



### SOCIAL MEDIA

Facebook (82%), Instagram (73%), FB Messenger (69%), Twitter (57%), Snapchat (52%)



### ENTERTAINMENT CHANNELS

Netflix (73%), YouTube (58%), Amazon Prime Video (51%), Spotify (39%), iTunes (29%)



### TOP WEBSITES & APPS USED

Amazon, Google, Walmart, Google Maps, Zoom, eBay, Yahoo

Sources: (Deloitte Insights, Connectivity and Mobile Trends 2021 Survey), (Insider Intelligence, Healthcare Wearable Device Trends of 2021), (Gartner, Global Spending on Wearable Devices to Total \$81.5 Billion in 2021), (GWI, Q1 2021, U.S.)



## TALK TO US

Find out more about wearable tech growth in the USA in our new blog. We are currently working with wearable tech clients and thoroughly understand the market and consumers. Contact us@mcsaatchiperformance.com to find out how we are helping our clients obtain profitable growth in the USA