

Unlocking Growth in Wearable Tech

Adoption, Expectations, and What's Next



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A man with short brown hair is running outdoors on a path. He is wearing a white athletic t-shirt and black smart glasses. He has a black earbud in his left ear and a black wristwatch on his left wrist. The background is a lush green forest with sunlight filtering through the trees, creating a bokeh effect. The overall mood is active and tech-oriented.

A Spotlight on the Smart Glasses Revolution

Smart glasses stand out as a category with aspirational appeal but still evolving clarity.

Consumers interested in smart glasses view them as tools for organization, entertainment, and immersive experiences rather than replacements for phones or traditional screens.

Theater-like viewing, enhanced sports experiences, and frictionless content capture point toward experiential value over novelty. Notably, prescription compatibility emerges as a critical adoption trigger, underscoring that practicality must match innovation.

13%

of Wearable Owners & Intenders currently own smart glasses.

39%

are interested in future purchases of smart glasses.

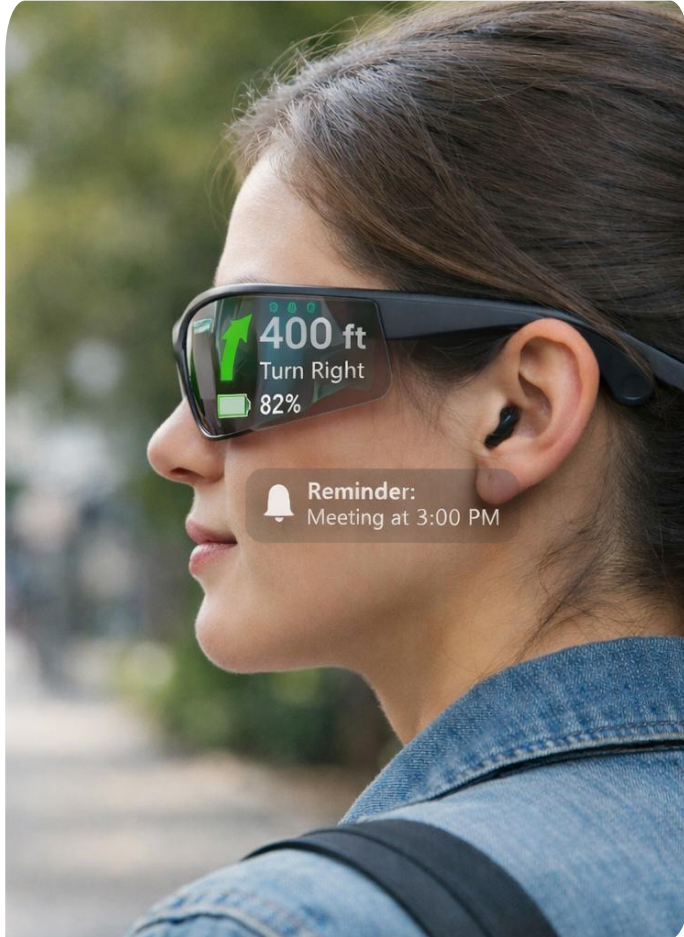
50%

of Gen Z and Millennials are interested in purchasing smart glasses.



Smart glasses boast a wide range of use cases and features in 2026

AI-powered enhances user experience, while Augmented Reality improves the user's point of view



Note: key features is not an exhaustive list but amongst top features. Not all smart glasses include all features

Smart glasses use cases

- **AR/VR gaming**
Delivers immersive augmented and virtual reality experiences without bulky headsets, enabling interactive gameplay on the go.
- **Live translation**
Provides real-time language translation and teleprompter text directly in the wearer's field of view for seamless communication and presentations.
- **Audio & entertainment**
Integrates spatial audio and streaming capabilities, turning eyewear into a personal entertainment hub with voice control.
- **Navigation & everyday utility**
Displays directions, maps, notifications, and contextual AI assistance hands-free for enhanced productivity and convenience.
- **Remote collaboration & video capture**
Enables hands-free video calls, live streaming, and AR annotations for work or social sharing.

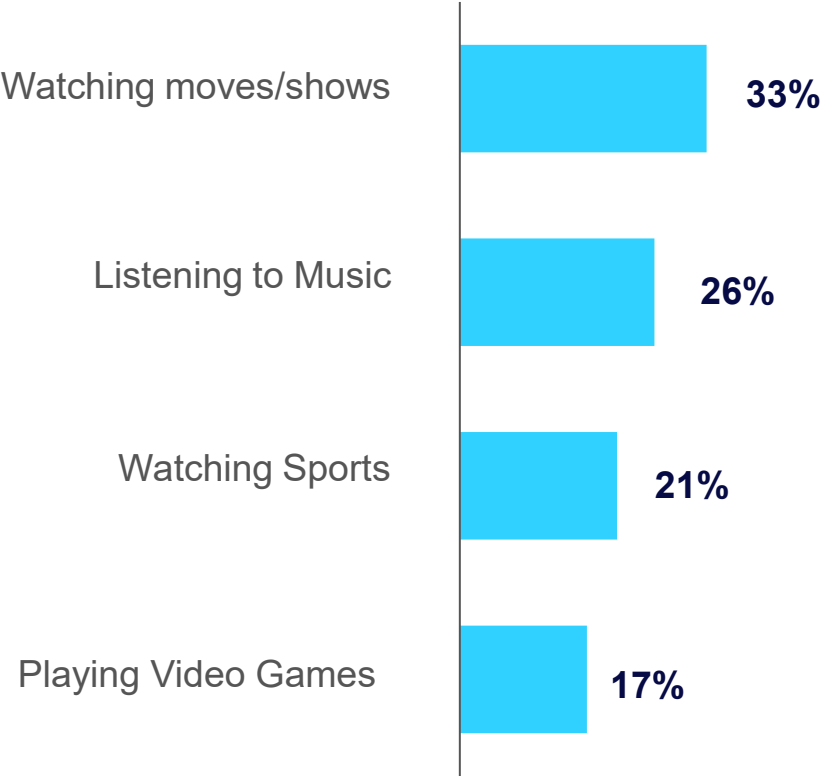
Key features*

- ✓ Augmented reality projections
- ✓ High resolution micro displays
- ✓ Low-latency sensors
- ✓ 3D spatial technology
- ✓ Voice recognition and speech-to-text engines
- ✓ Text to AR projection
- ✓ Real time language processing
- ✓ Built in open-ear speakers
- ✓ Noise cancellation and adaptive sound
- ✓ Bluetooth and Wi-Fi connectivity
- ✓ AI-powered contextual assistance
- ✓ GPS and motion sensors
- ✓ Integrated high-resolution cameras
- ✓ Live streaming capabilities

Entertainment in Smart Glasses

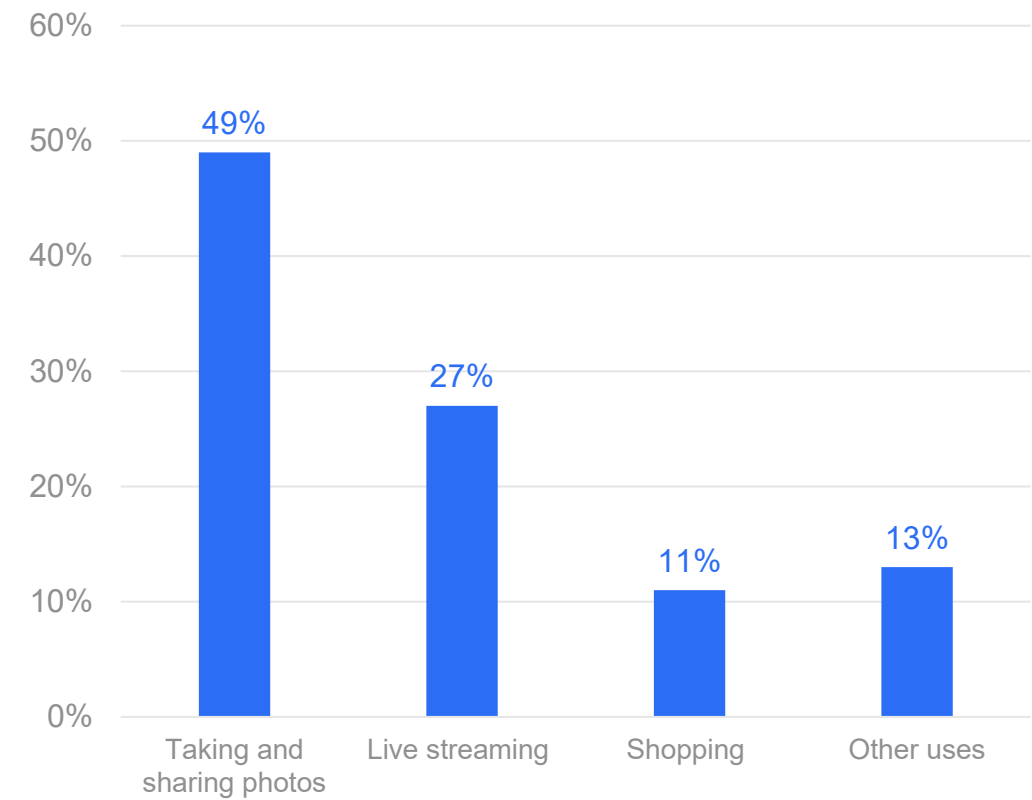
Consumers interested in using smart glasses for entertainment leading benefits include watching movies/shows with theater-like screen quality, listening to music, and watching sports with arena-like views.

Which of the following types of entertainment interest you most with smart glasses?



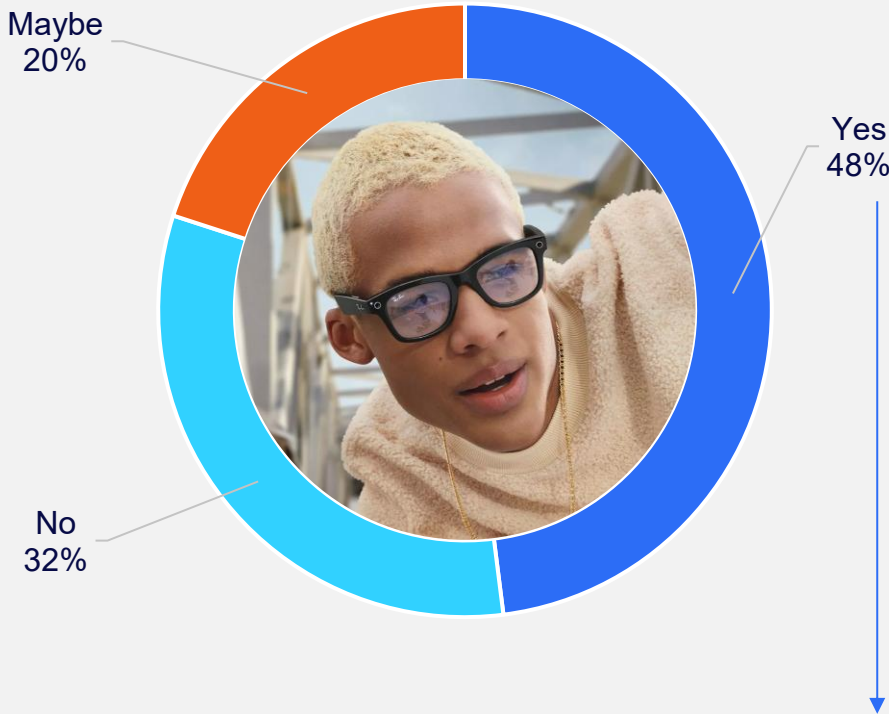
Social Media in Smart Glasses

Interest in social media use in smart glasses is driven by taking and sharing photos followed by live streaming



Prescriptions in Smart Glasses

If you were to purchase smart glasses, would you purchase them with prescription lenses?

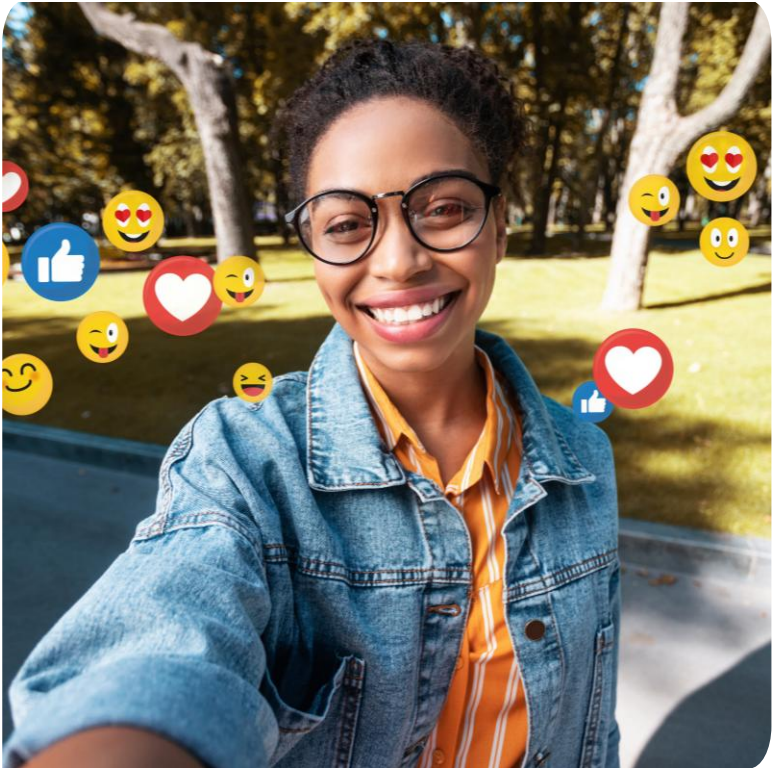
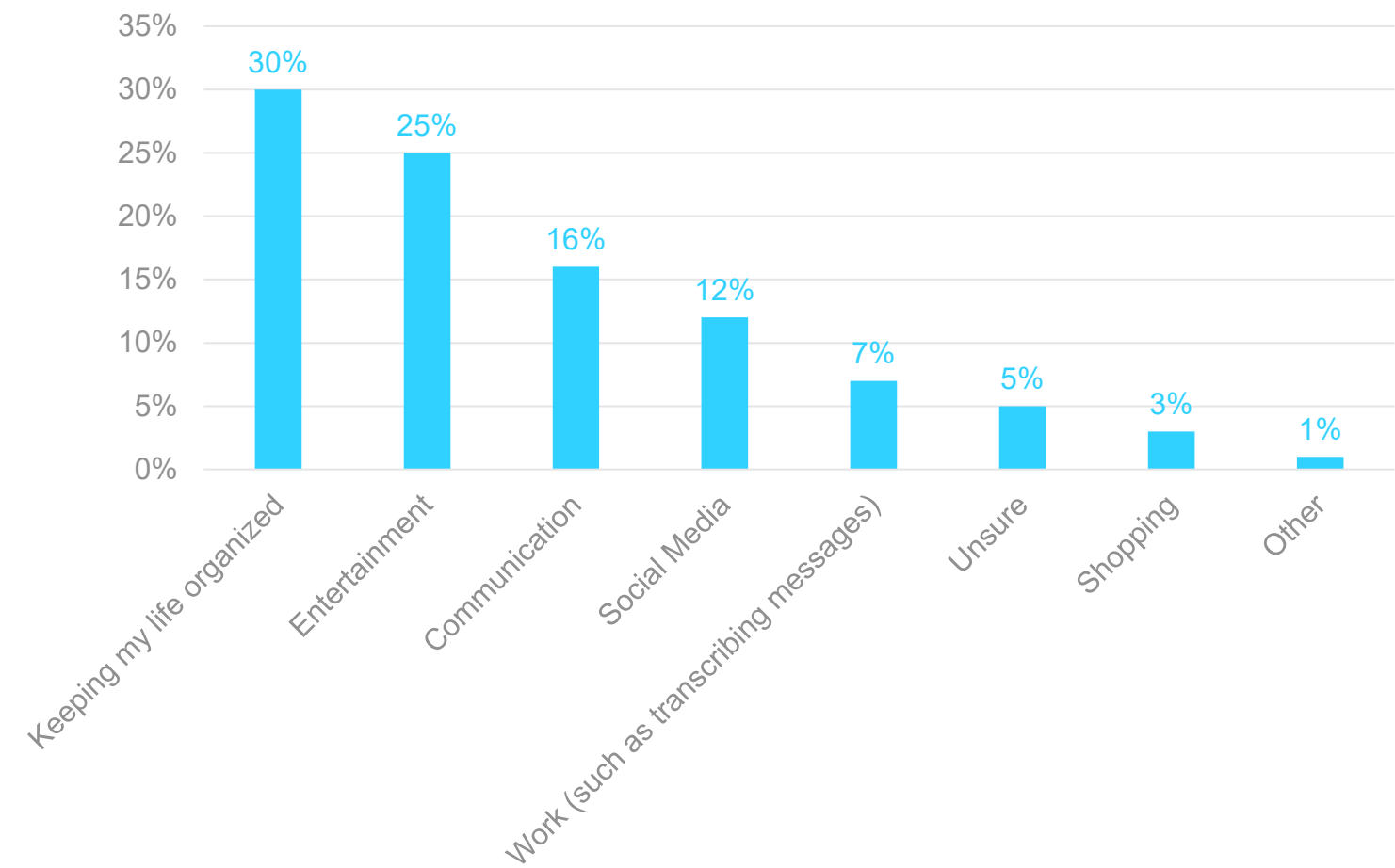


Manufacturers of smart glasses should consider offering prescription options, as nearly half of those interested in the wearable device would purchase smart glasses with prescription lenses.

AI Use Within Smart Glasses

Owners & Intenders who are interested in smart glasses mainly plan to use smart/AI technology to keep their lives organized and for entertainment.

How do you plan to use smart tech and/or AI in smart glasses?



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