

Unlocking Growth in Wearable Tech

Adoption, Expectations, and What's Next



NielsenIQ

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Wearables Market Size & Adoption

Across wearable device categories, smartwatches are by far the top-owned wearable device, followed by fitness bands/activity trackers, and smart earbuds/headphones.

65%

of adults own, or intend to own, a wearable tech solution.

53%

of current owners are female. Intenders skew male (56%) and 55+ (47%).

75%

Smart watches dominate ownership at 75%.

42%

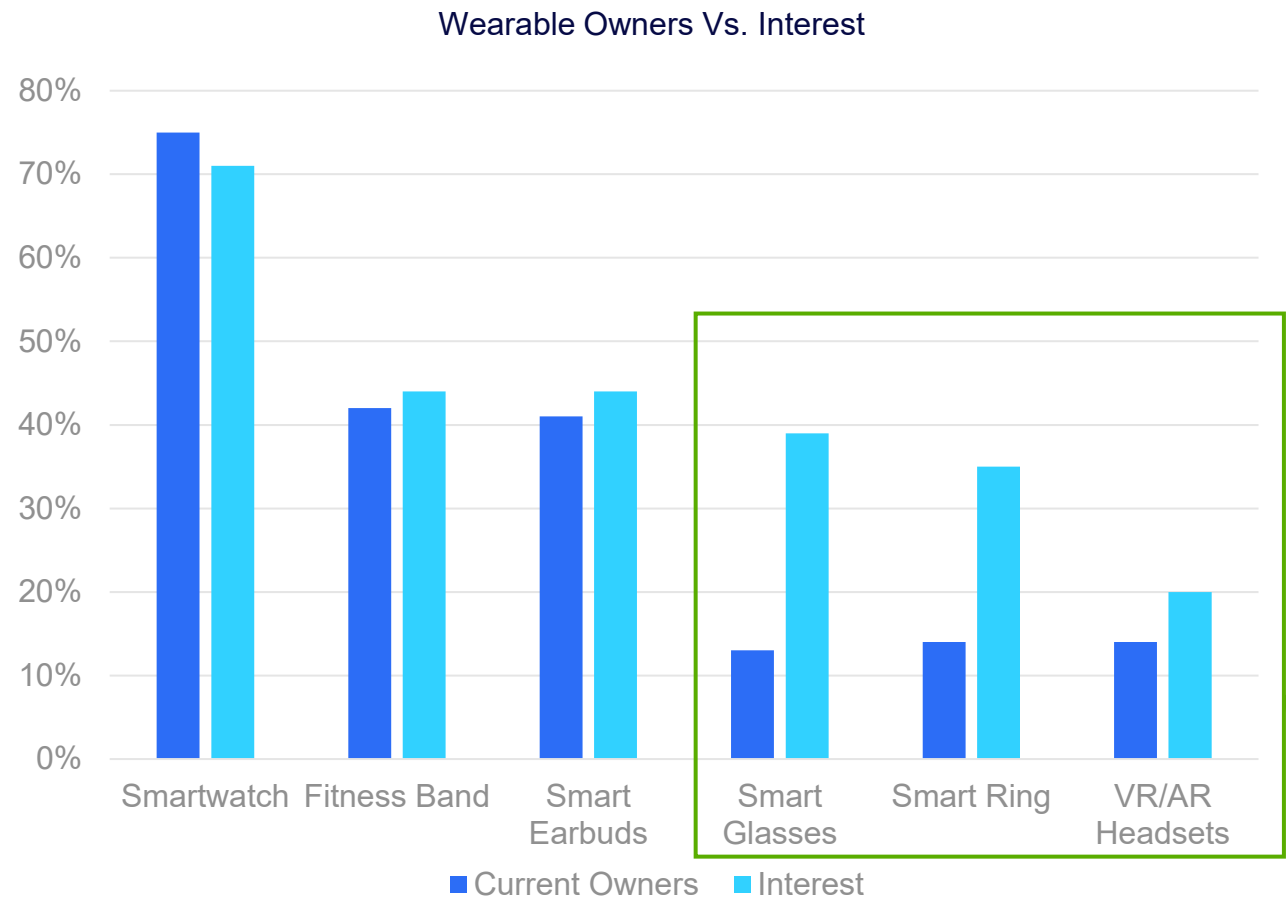
Fitness trackers follow at 42% and smart earbuds (41%).

Source: NielsenIQ BASES Wearables 2026 Study



Opportunity for Growth in Smart Glasses and Rings

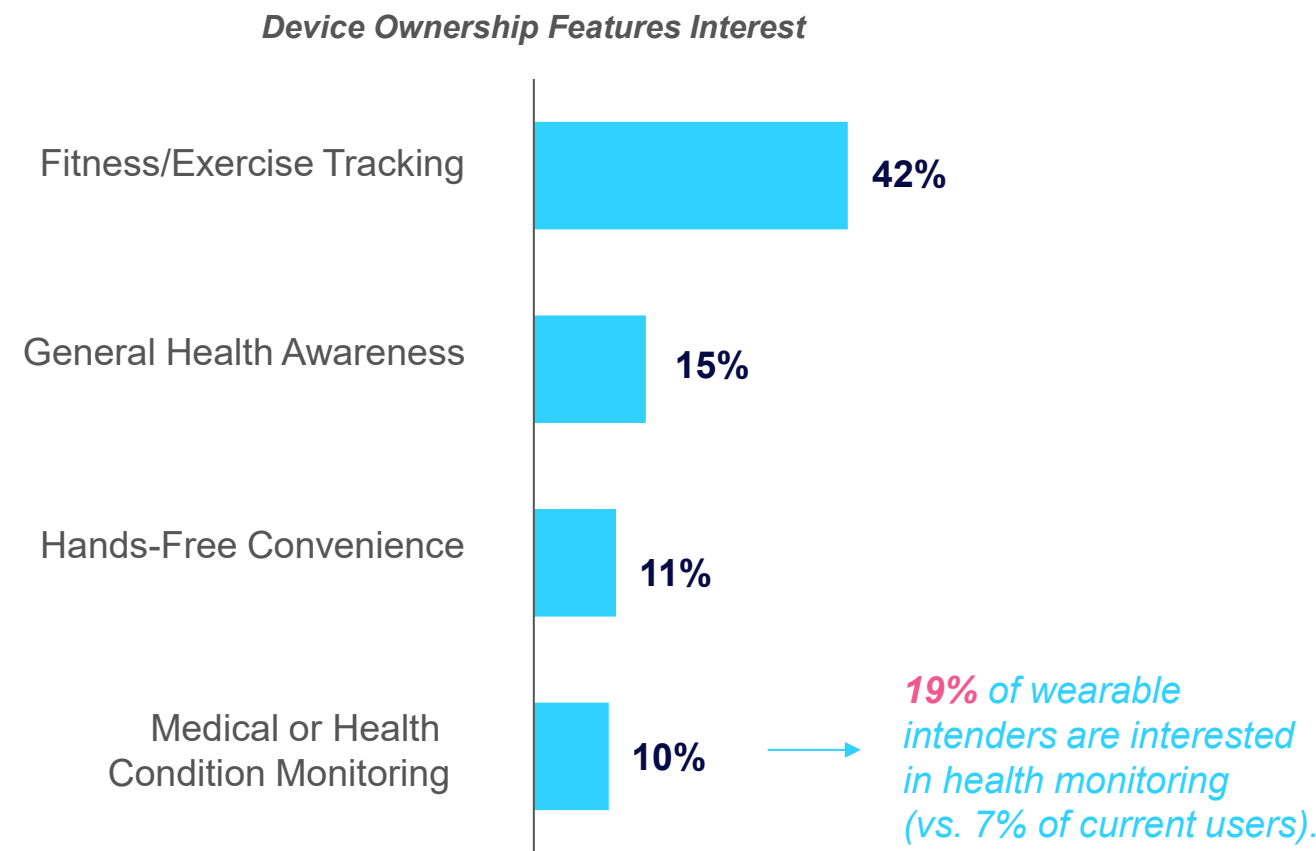
Ownership is still relatively low for smart rings (at 14%) and smart glasses (at 13%), but interest in these devices indicates a significant growth potential.



Intention gap vs. ownership indicates a significant growth potential for smart glasses and rings.

Features Attracting Shoppers

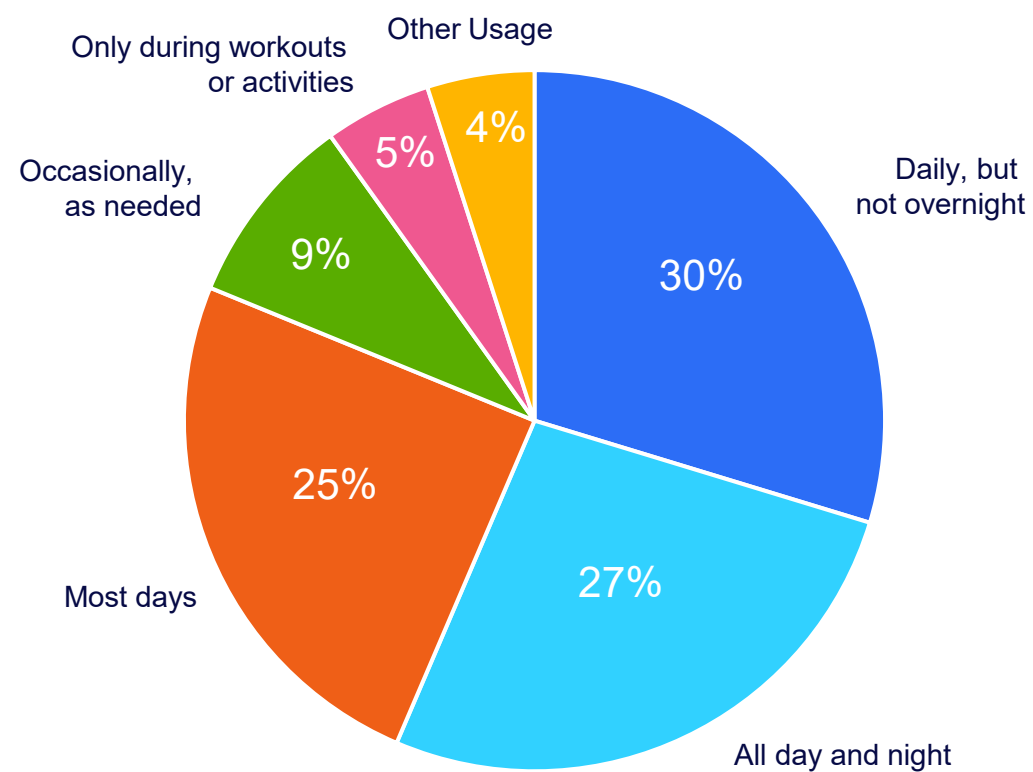
Wearable Owners & Intenders see fitness/exercise tracking as the most important benefit of wearable devices, outpacing all other features



Source: NielsenIQ BASES Wearables 2026 Study

Wearables Wear Time

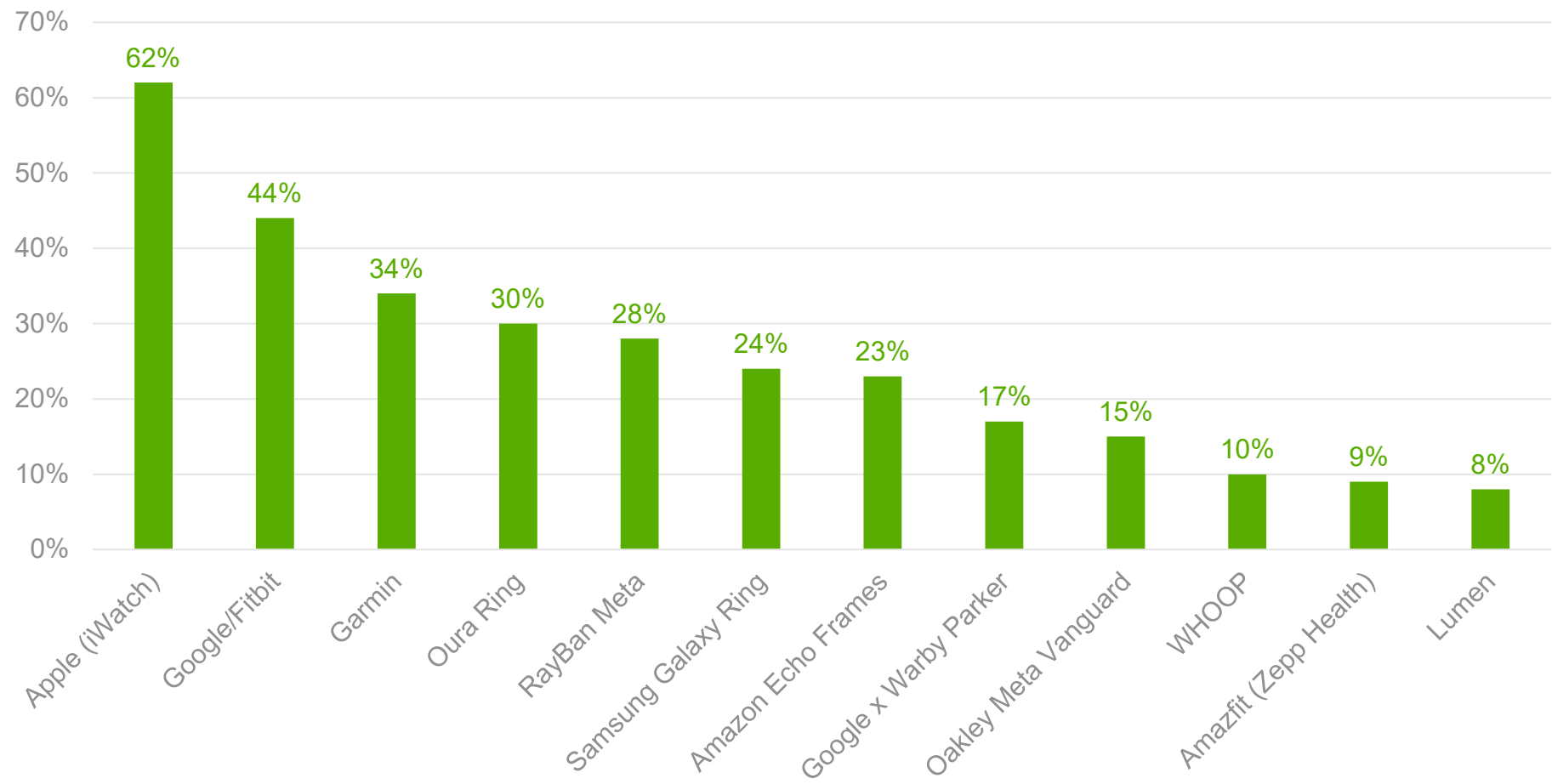
Wearable Owners & Intenders expect to/already wear their device most of the time, most commonly wearing daily but not overnight



Wearable Brands Leading on Expected Purchasing

Apple leads as the top wearable device brand that Owners & Intenders would consider purchasing (62%), followed by Google and Garmin.

Which brands would you consider purchase a wearable device from?



Watch out for Gen Z



Gen Z has the most interest (75%) in purchasing the Apple (iWatch), 13 points higher than the average intender!

Rings for Millennials

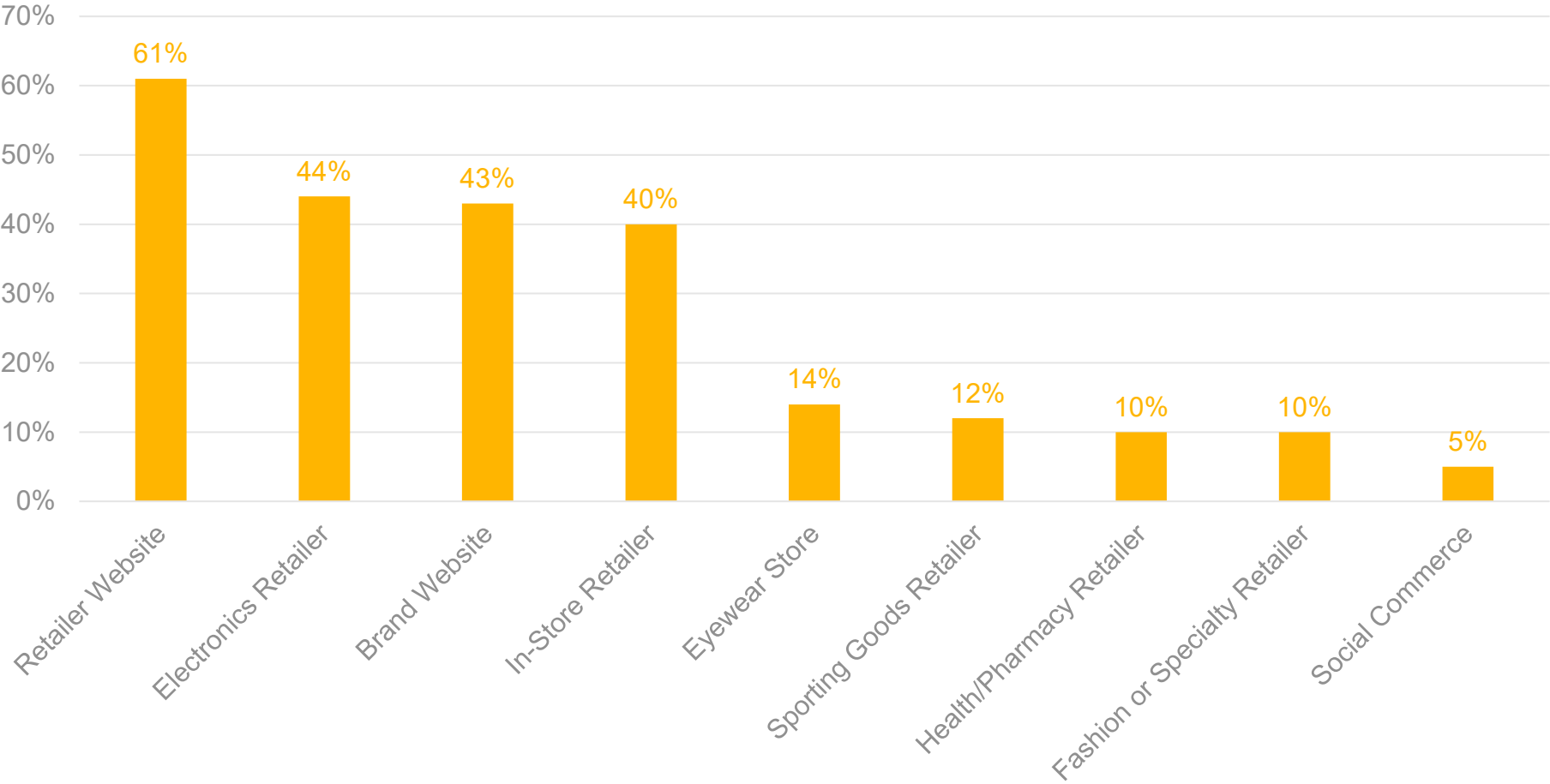


Millennials have the highest purchase intent for Oura Ring, at 39%, 9 points higher than the average intender!

Wearables Expected Purchasing Channel

Retailer websites are the channel that Owners & Intenders would most likely use to purchase a wearable device. Electronic retailers, brand websites, and in-store retailers are also meaningful channels for purchasing.

Where would you most likely purchase a wearable device?



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