

# MARKET ASSESSMENT: WEARABLES STUDY

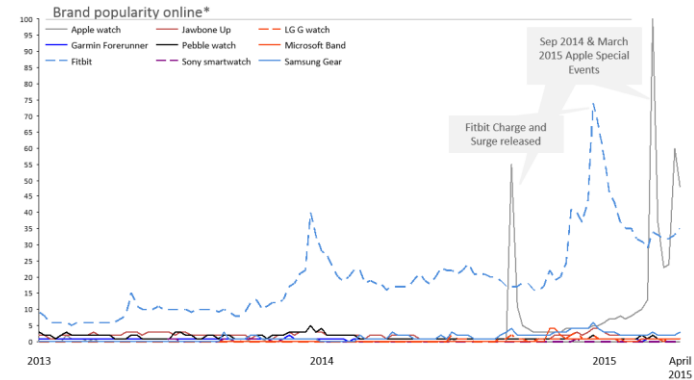
## PROJECT BACKGROUND

The project's goal was to provide background industry information, competitive intel and trends on wearables market as part of one our clients' strategic planning and go-to-market strategy regarding new wearable offering.

## GEMSEEK'S ROLE

GemSeek combined secondary research with online data analytics to provide an up-to-date industry snapshot. Our Analysis focused on the following key areas:

- Industry Trends, Market Development & Consumer Attitudes
- Purchase drivers
- Competitive Intel
- Wearable HealthTech Segmentation
- Deep-dive on Wearable Lifestyle and Fitness
- Deep-dive on Personal Health devices



Web-search word clouds: what topics are the brands associated with

