

Juniper: "Strong Market Demand" for Wearables

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Juniper Research predicts retail revenues from wearable electronics (including smartwatches and glasses) are to reach \$1.4 billion in 2013 before growing to \$19bn by 2018, thanks to the combination of high price points and "strong" market demand.



"It is worth observing that this change in adoption levels can also be attributable to heightened consumer awareness of wearable technology and a better visibility of product adoption, especially in the smart watch segment," the analyst says.

According to Juniper the wearable device market should see several changes in the near future as the app model develops and embedded cellular connectivity use increases. These include subscription-based revenues for devices and developers across the health, sports and communication segments.

Companies such as Fitbit and FiLIP are already working on premium services combining a wearable device with a premium service.

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