

Juniper: 2019 Wearables Revenues to Hit \$53bn

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According to Juniper Research wearable device retail revenues are set to treble by 2016, before reaching \$53.2 billion by 2019, with premium smartwatches and smartglasses driving sales during the forecast period.



In comparison 2014 revenues should total around \$4.5bn.

However, while the numbers look big, the analyst warns consumers are still still confused by the actual use case of wearables-- meaning many are hesitant to adopt devices with functionality all too similar to that of smartphones. Thus it suggests vendors should lose the "technology first" attitude and develop devices in terms of consumer benefits.

The forecast period should see more advanced wearable technologies emerging from the enterprise and medical segments, before eventual trickle-down to the consumer segment.

Juniper also says smartwatches will replace fitness wearables as most purchased wearable devices by 2017, while in the end of the day wearables will remain companion devices, tied to specific operating systems. Judging by the most recent smartwatch launches, this last prediction is the one that makes the most sense.

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