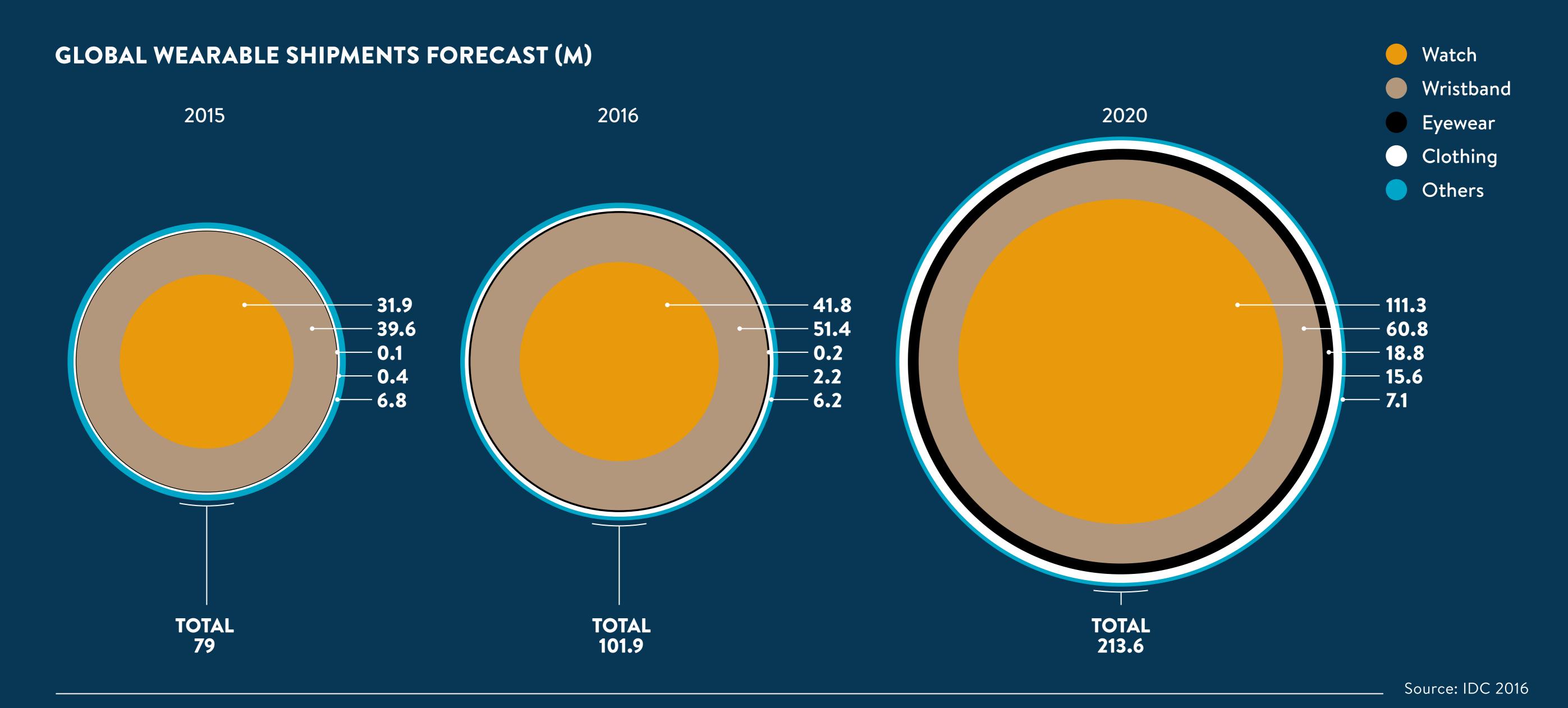
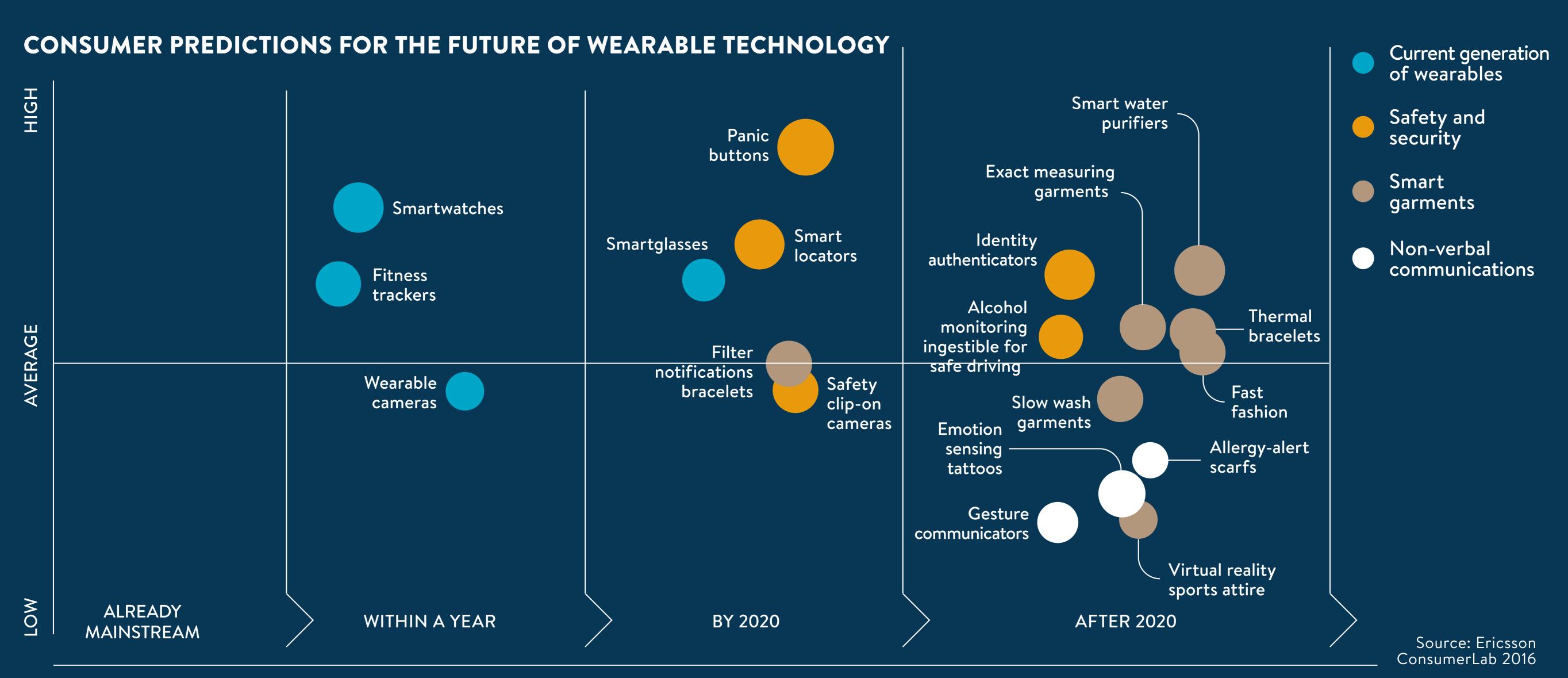
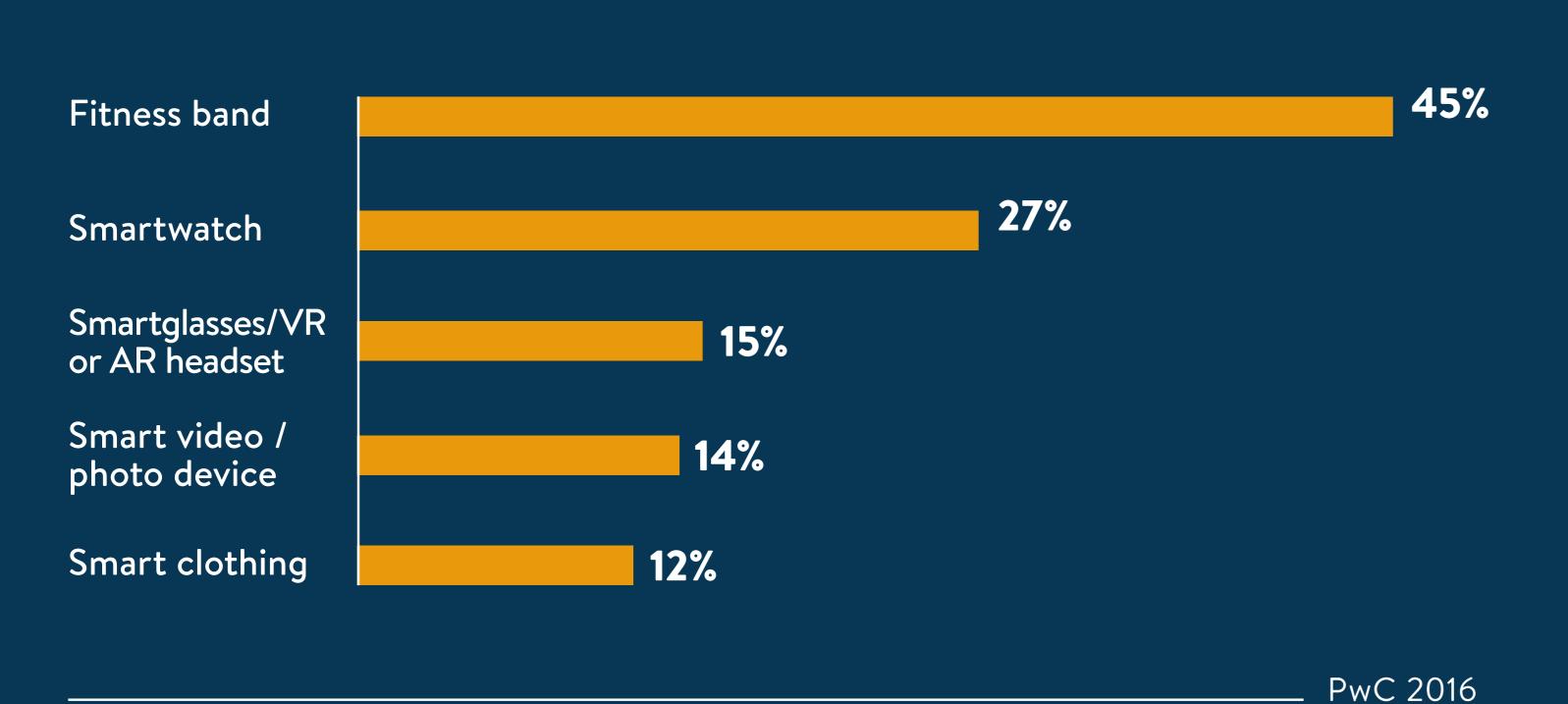
# INTERNET OF WEARABLE THINGS





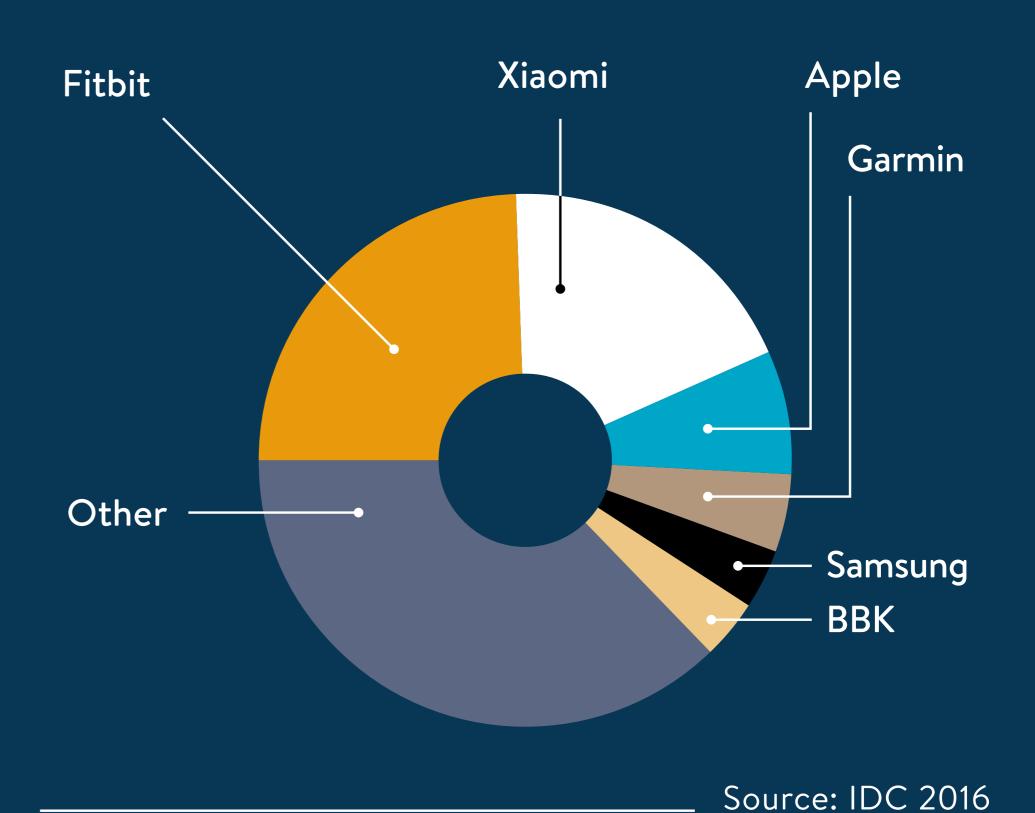
#### WEARABLES MARKET SHARE BY CATEGORY

PERCENTAGE OF GLOBAL RESPONDENTS WHO OWN AT LEAST ONE TYPE OF WEARABLE DEVICE

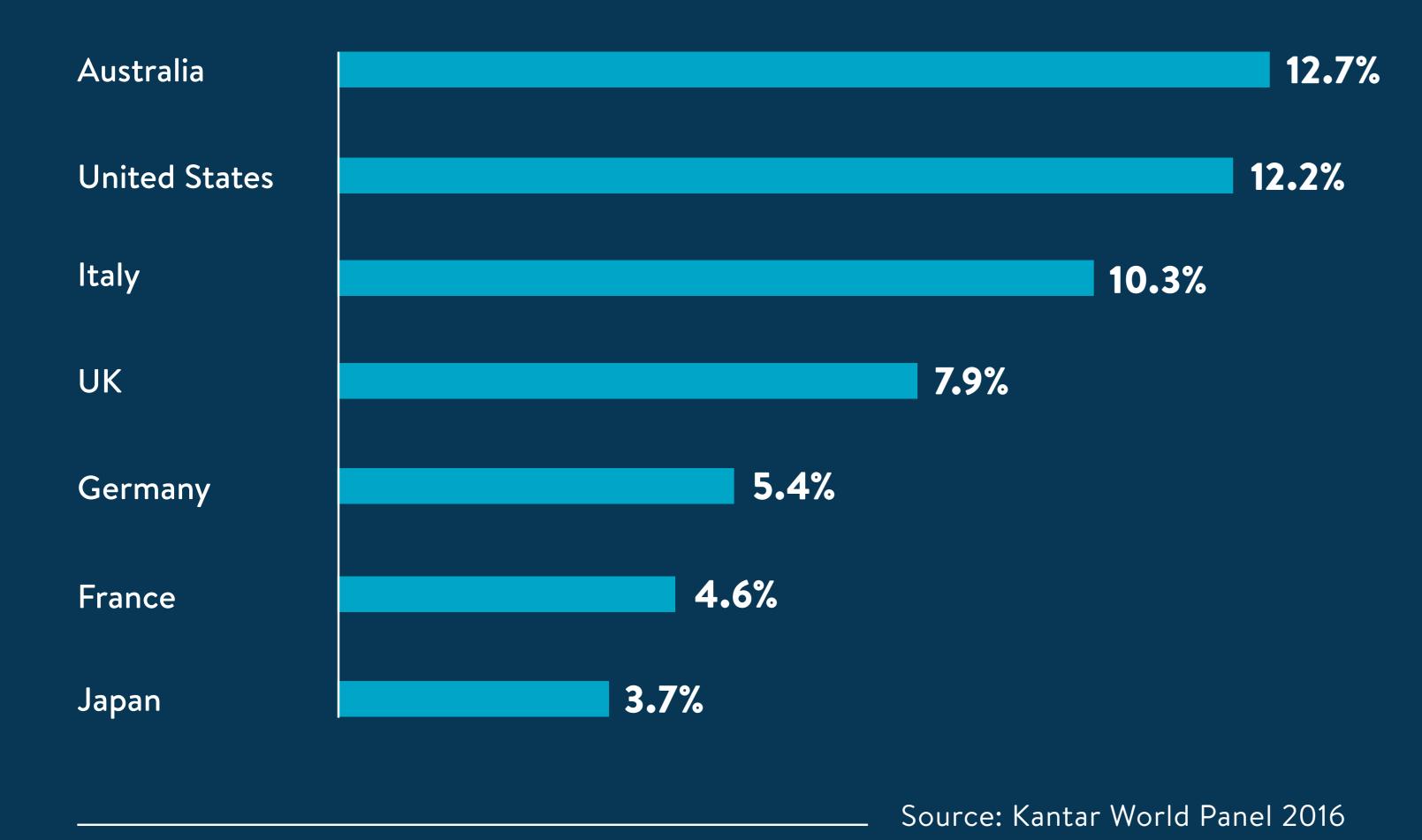


### TOP WEARABLES BRANDS BY MARKET SHARE

MARKET SHARE FOR THE FIRST QUARTER OF 2016



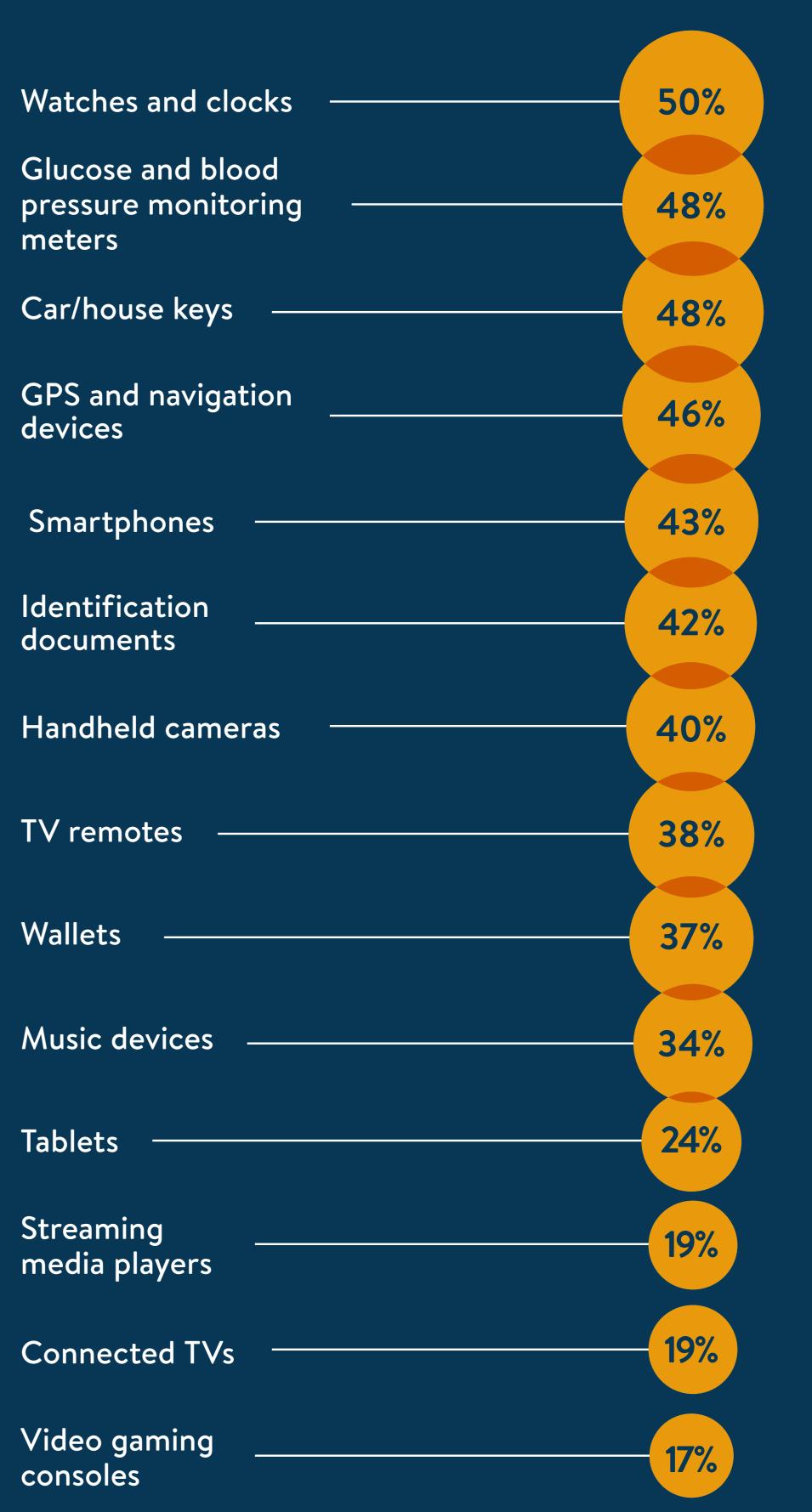
## WEARABLES PENETRATION BY SELECTED COUNTRY



PERCENTAGE OF SMARTPHONE USERS THAT THOUGHT THE FOLLOWING WOULD BE REPLACED

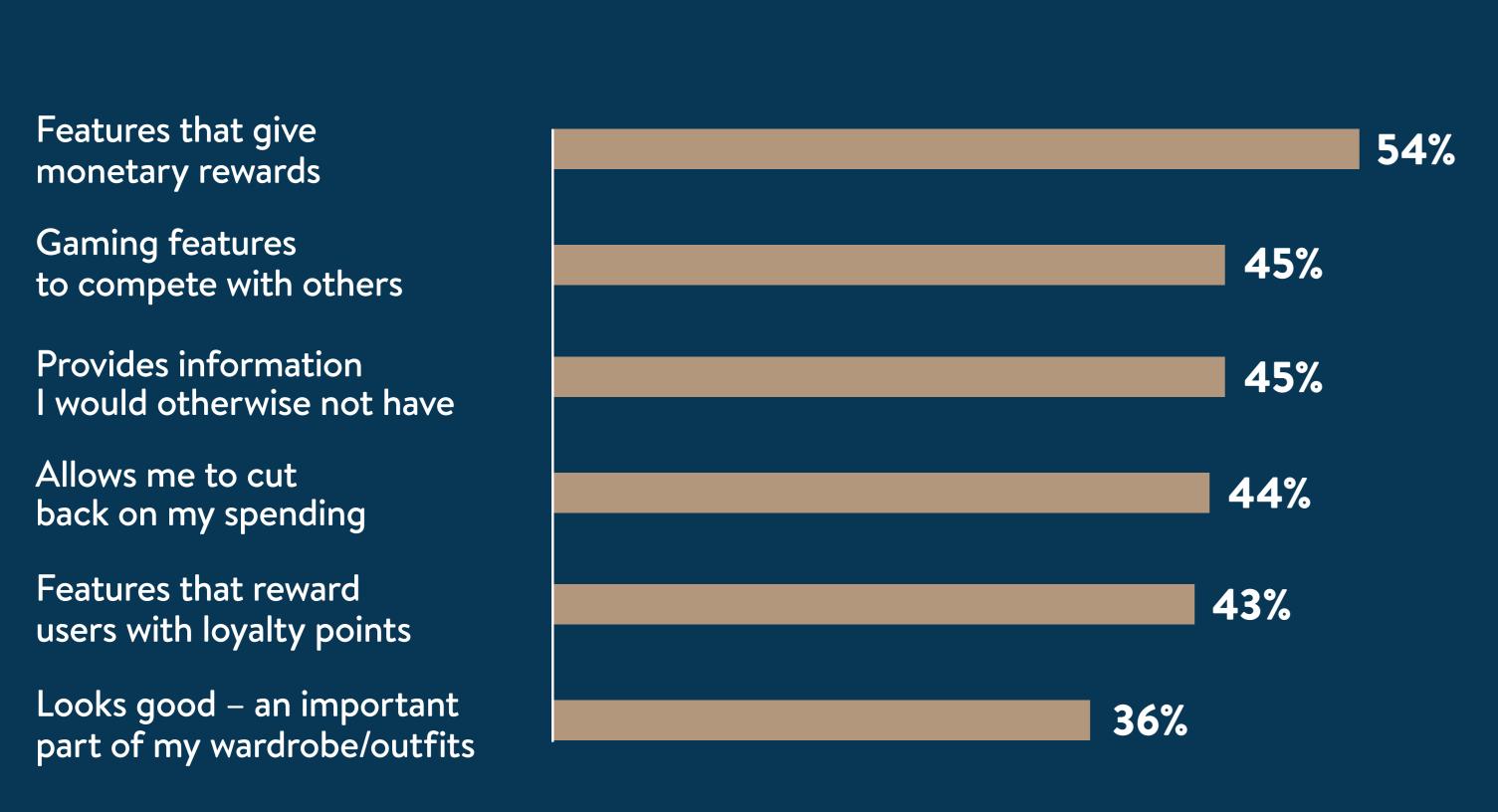
REPLACED BY WEARABLES IN THE FUTURE

GADGETS/ITEMS MOST LIKELY TO BE



## TOP MOTIVATIONS FOR USING WEARABLES

GLOBAL SURVEY OF THOSE WHO OWN AT LEAST ONE WEARABLE DEVICE



\_ Source: PwC 2016

Source: Ericsson ConsumerLab 2016