

November 2014 Wearables Snapshot

Focus on the Wearable Technology Market

Executive Summary

Motorola managed to remain the most delightful wearables brands for the second month in a row. Although hype around the Moto 360 is fading, consumers continue to praise Motorola more than any other brand on the market. It is no surprise that Fitbit remained the most popular brand of the month, but it is surprising that it is slowly but surely losing mindshare overtime to the likes of Pebble, Motorola, Jawbone, Garmin, and others. Battery life is an important component of the consumer wearable experience. Negative experiences with battery life and charging drive consumers to frustration, and this causes aversion to use. General interest is shifting toward the use of wearables in health, but users are also sharing experiments that pit various brands of fitness trackers against each other to gauge accuracy.

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Key Questions to be Answered

- Which brands are leading the market in terms of consumer engagement? Which are lagging behind? Why?
- Which retailers are winning the hearts and minds of Wearable consumers? What brands and products are driving this?
- How does battery life affect consumer response to wearables? How does battery lifke feedback vary by brand?
- Why and how are Pebble wearables gaining consumer support? How are they better and worse than other wearable devices currently on the market?
- What topics are driving Wearables conversation in social media? What brands and products are influencing this conversation?

Want More?

We will continue to track consumer relationships with various retailers, brands, and products of the wearable market next month. With re-evaluated brand overviews, plus new topic and product deep dives, you will not want to miss out on the Argus Insights November Wearables Report.

Our wearables report provides a quick glance at the surface of the multifaceted consumer technology market. If you are interested in obtaining a monthly report about Smartphones or Home Automation, or for detailed information about specific brands, products, retailers, or international insights, please contact Argus Insights! We will answer the questions you do not know to ask, to deliver results you never imagined.

Argus Insights is a new type of market intelligence company, founded by tech industry veterans looking for better ways to connect the dots between technology innovation and consumer adoption. Argus Insights sits between traditional firms like NPD and Gartner, and Social Analytics companies like Radian 6, to provide focused and actionable analysis on where consumers are taking the market, who is winning and why. More than just a buzz meter, our metrics have beaten Wall Street estimates on iPhone unit sales 10 of the last 12 quarters. Our global coverage of Smartphones, Wearables, Tablets, Home Automation, Internet of Things, and more lets Argus Insights bridge intelligence gap between the quarterly forecasts. Our real-time analytics cut through the branding buzz to expose how technology and innovation are driving consumer adoption.

Argus Insights offers the timely consumer intelligence through off the shelf reports across markets, access and support for organic teams to wield the full strength of our SaaS platform, and support for custom engagements where clients lack time or team to drill to the core of the opportunity. We help clients uncover answers to their toughest consumer behavior questions and discover previously unknown needs and opportunities. Argus Insights provides better evidence that supports better decisions that lead you to better revenues.



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