



Worldwide Wearables Market to Top 300 Million Units in 2019 and Nearly 500 Million Units in 2023, Says IDC

FRAMINGHAM, Mass., December 16, 2019 – Continued end-user demand, proliferation of devices, and declining average selling prices will propel the worldwide wearables market in the years to come. According to the latest forecast from International Data Corporation's (IDC) [Worldwide Quarterly Wearable Device Tracker](#), the global market for wearables is on track to ship 305.2 million units in 2019, up 71.4% from the 178.0 million units shipped in 2018. From there, total volumes will grow to 489.1 million units in 2023, resulting in a compound annual growth rate (CAGR) of 22.4%.

"Wearables started out as a device for early adopters and morphed into multiple devices for the mass market," said [Ramon T. Llamas](#), research director for IDC's [Wearables](#) team. "In the process, wearables have accomplished several objectives: enable greater convenience, surface new insights, and keep the user connected in ways that other devices – even the smartphone – have been unable to do. Continued development and innovation will cater to current customers and attract new ones in the years to come."

"Underpinning the growth in the wearables market has been a drastic reduction in average selling prices," said [Jitesh Ubrani](#), research manager for IDC's [Mobile Device Trackers](#). "While companies such as Xiaomi have focused on reducing costs by commoditization, market leaders like Apple that typically focus on the premium segment are also playing a crucial role in lowering prices. With a starting price of \$199 for the Series 3, Apple is bound to put pressure on other smartwatch makers to make their devices more wallet-friendly."

Product Highlights

Accounting for the majority of shipment volumes throughout our forecast is **earwear**, which is set to reach 139.4 million units this year and nearly double to 273.7 million units in 2023. For an earworn device to be considered a wearable by IDC's definition, it must offer functionality beyond audio, like a smart assistant, health and fitness tracking, or audio experience enhancement. Already, multiple vendors have capitalized on this emerging trend with devices that span the product spectrum, from truly wireless earbuds to full over-the-ear headphones, and a wide range of prices, from as little as \$50 to several hundreds of dollars.

69.3 million **smartwatches** will ship in 2019 and total volumes will reach 109.2 million units worldwide in 2023. Apple's watchOS will remain in front throughout our forecast by a wide margin and function as the measuring stick against which all other smartwatch platforms are compared. Still, there is room for other platforms to grow: Android will have a strong following with kid-focused smartwatches; Samsung's Tizen will cater to Samsung smartphone owners with features rivaling watchOS; and Google's WearOS will benefit from having the longest list of hardware partners and the addition of Fitbit OS's health and fitness capabilities.

Wristbands will experience slower growth (6.7% CAGR) compared to the rest of the market but will maintain a steady presence throughout our forecast. Thanks to a combination of lower prices, a simple and straightforward value proposition, and deployment among corporate wellness programs, wristbands will enjoy a place in the wearables market, even as smartwatches gain salience.

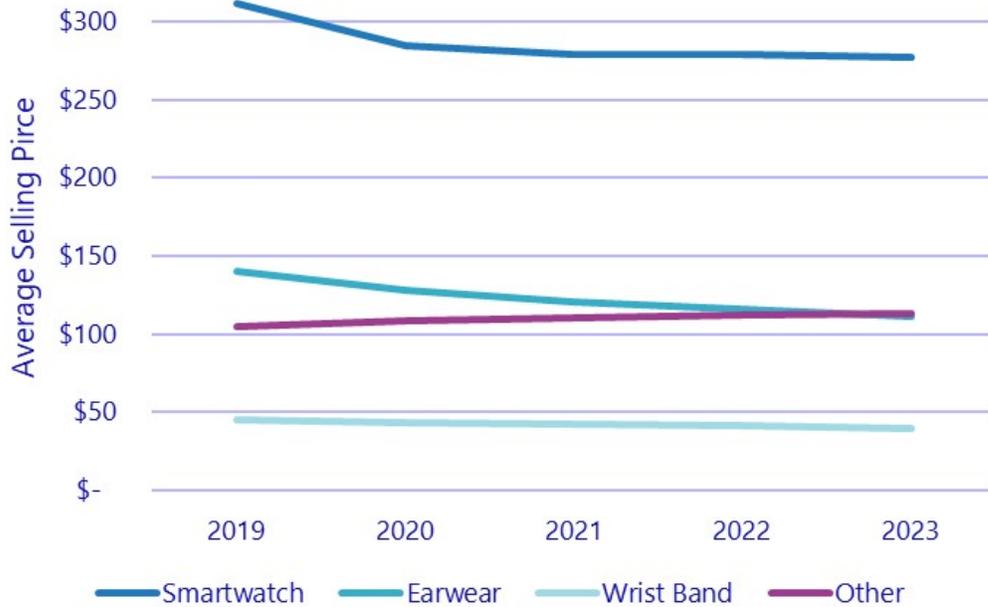
Worldwide Wearables Forecast by Product Category, including Shipments, Market Share, and 2019-2023 CAGR (shipments in millions)					
Product	2019 Shipments*	2019 Market Share*	2023 Shipments*	2023 Market Share*	Five-Year CAGR
Earwear	139.4	45.7%	273.7	56.0%	41.3%
Smartwatches	69.3	22.7%	109.2	22.3%	16.4%
Wristbands	68.2	22.4%	69.7	14.3%	6.7%
Other	28.2	9.2%	36.5	7.5%	11.9%
Total	305.2	100.0%	489.1	100.0%	22.4%
Source: IDC Worldwide Quarterly Wearable Device Tracker, December 16, 2019					

* **Note:** All figures represent forecast data.

Figure 1



Worldwide Wearables Forecast, 2019Q3



Source: IDC 2019

About IDC Trackers

IDC Tracker products provide accurate and timely market size, vendor share, and forecasts for hundreds of technology markets from more than 100 countries around the globe. Using proprietary tools and research processes, IDC's Trackers are updated on a semiannual, quarterly, and monthly basis. Tracker results are delivered to clients in user-friendly excel deliverables and on-line query tools. To see more of IDC's worldwide wearables market data, go to <https://www.idc.com/promo/wearablevendor>.

For more information about IDC's Worldwide Quarterly Mobile Phone Tracker, please contact Kathy Nagamine at 650-350-6423 or knagamine@idc.com.

[Click here](#) to learn about IDC's full suite of data products and how you can leverage them to grow your business.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading tech media, data and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](#) and [LinkedIn](#). Subscribe to the IDC Blog for industry news and insights: http://bit.ly/IDCBlog_Subscribe.

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