



Euromonitor
International

The Future of Wearables . Computing, Entertainment, and Emerging Form Factors

April 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

The wearables market is projected to reach USD50 billion by 2029

Smart wearables dominate sales with their multifunctional features

Low-cost brands dominate, but niche players are carving out a premium segment

New entrants need to differentiate themselves from leading companies

Pivoting wearables from health and fitness to avoid excessive competition

HEALTH AND WELLNESS A KEY GROWTH DRIVER

Manufacturers integrate fitness tracking on wearables as exercise becomes popular

Garmin offers numerous sports tracking features for fitness enthusiasts

You are what you eat – eating healthily takes centre stage

Safety becoming an important feature for older people who are living alone

Fall detection unlocks a new consumer segment for Apple Watch

Carving out a niche by addressing the fears and concerns of parents in China

BEYOND THE WRIST – NEW FORM FACTORS EVOLVING

Beyond the wrist – new form factors are evolving to redefine our daily lives

Smart apparel and footwear allows fashion brands to enter the wearables space

Smart eyewear offers real-time, hands-free computing prowess

TCL's RayNeo Air 3 provides a 100" (250cm) screen for entertainment on the go

Smart headphones get health and fitness as easy add-on features

Smart headsets usher in an era of immersive experiences in entertainment

Apple Vision Pro offers spatial computing experience and avoids the gaming space

Young consumers unleash the potential of implants for payment and personalisation

High income earners will pay for smart rings' sleep analysis

Galaxy Ring to rule them all as the tech giant enters the smart ring market

Entertainment and computing to propel smart headsets and eyewear

CONCLUSION

Recommendations for growth

Win-win for both consumers and companies

Evolution of wearables from health to the future of computing and entertainment

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-future-of-wearables-computing-entertainment-and-emerging-form-factors/report.