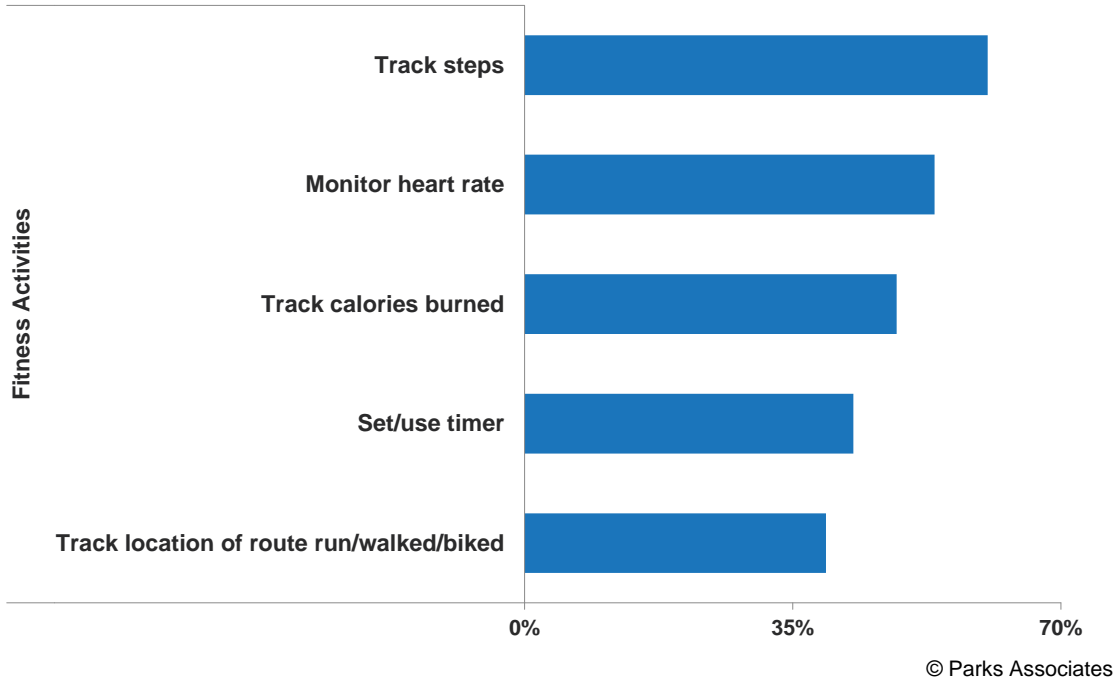


Smart Watch Fitness Activities
U.S. Smart Watch Users



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SYNOPSIS

This **360 View Update** assesses the current state of the smart watch market. It quantifies how consumers purchase, use, and think about both smart watches and traditional watches. Findings help smart watch manufacturers, traditional watch manufacturers, and app developers refine their business strategies at this pivotal time in the market.

ANALYST INSIGHT

“Purchase intentions for smart watches have nearly doubled since the third quarter of 2015, and the device has a high NPS (net promoter score), which bodes well for future adoption,” Wang said. “The smart watch industry learned that it has to continue to innovate to sustain consumer purchase interest, and health and fitness functions are high among their investment priorities.”

— Harry Wang, *Senior Research Director*, Parks Associates

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