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Your wardrobe is about to get much smarter and caring

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Wearables are not just about owning a stylish watch...

Wearable technology use has more than **quadrupled** in last four years, driven by the growing desire of customers to **monitor their health & track** their vital signs

Global Digital Health industry, which is estimated to hit an expenditure of **$1 trillion by 2030**, has grown steadily in recent years as consumers flock to new wearables to track their daily health & fitness goals

Covid-19 has further **surged the demand** for wearables as features like measuring **pulse, blood pressure, oxygen levels, temperature & sleep duration** have become mainstream now

Source: Business Insider

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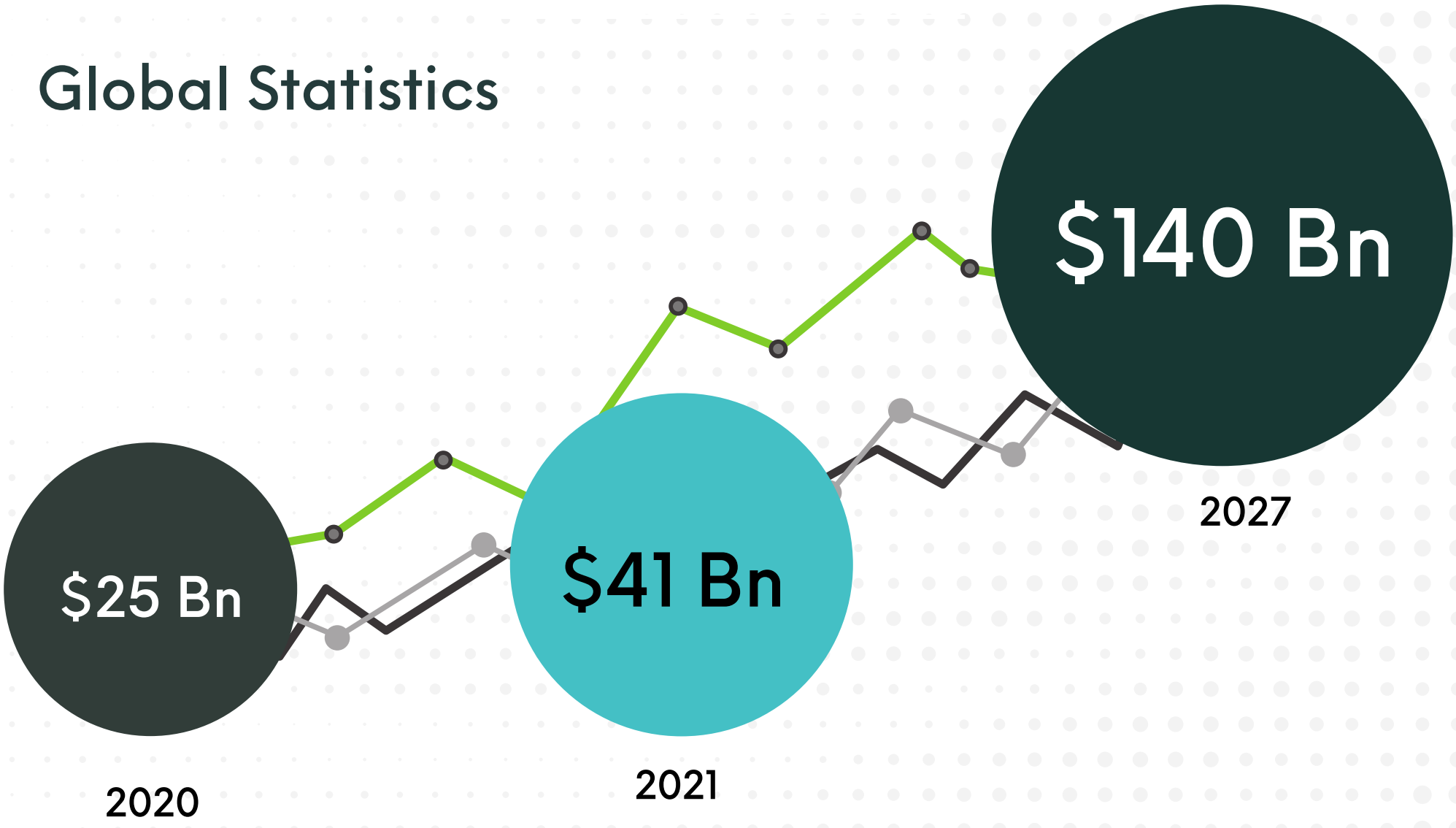
15 hrs/week could be saved by doctors whose patients use wearable tech

Global Statistics



CAGR 28%
(2020-2027)

Apart from an increase in chronic diseases, another driving force behind this growth will be the ongoing rollout of 5G, enabling many new types of data services, many of which will be delivered through wearables

Source:GM Insights , eMedCert

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Digital health wearable companies raised $675 Mn in 1st half of 2021

Hinge Health

Develops wearable bands with motion sensors for musculoskeletal problems

$310 Mn

ŌURA

Finnish startup that creates smart activity & sleep tracking rings

$100 Mn

SWORD HEALTH

Virtual musculoskeletal care platform that provides tech-enabled physical therapy

$85 Mn

willow

Willow, a smart in-bra wearable breast pump maker

$27 Mn

current health

Developer of AI-enabled remote patient monitoring all-in-one wireless wearable

$43 Mn

Source: Mercom Capital Group

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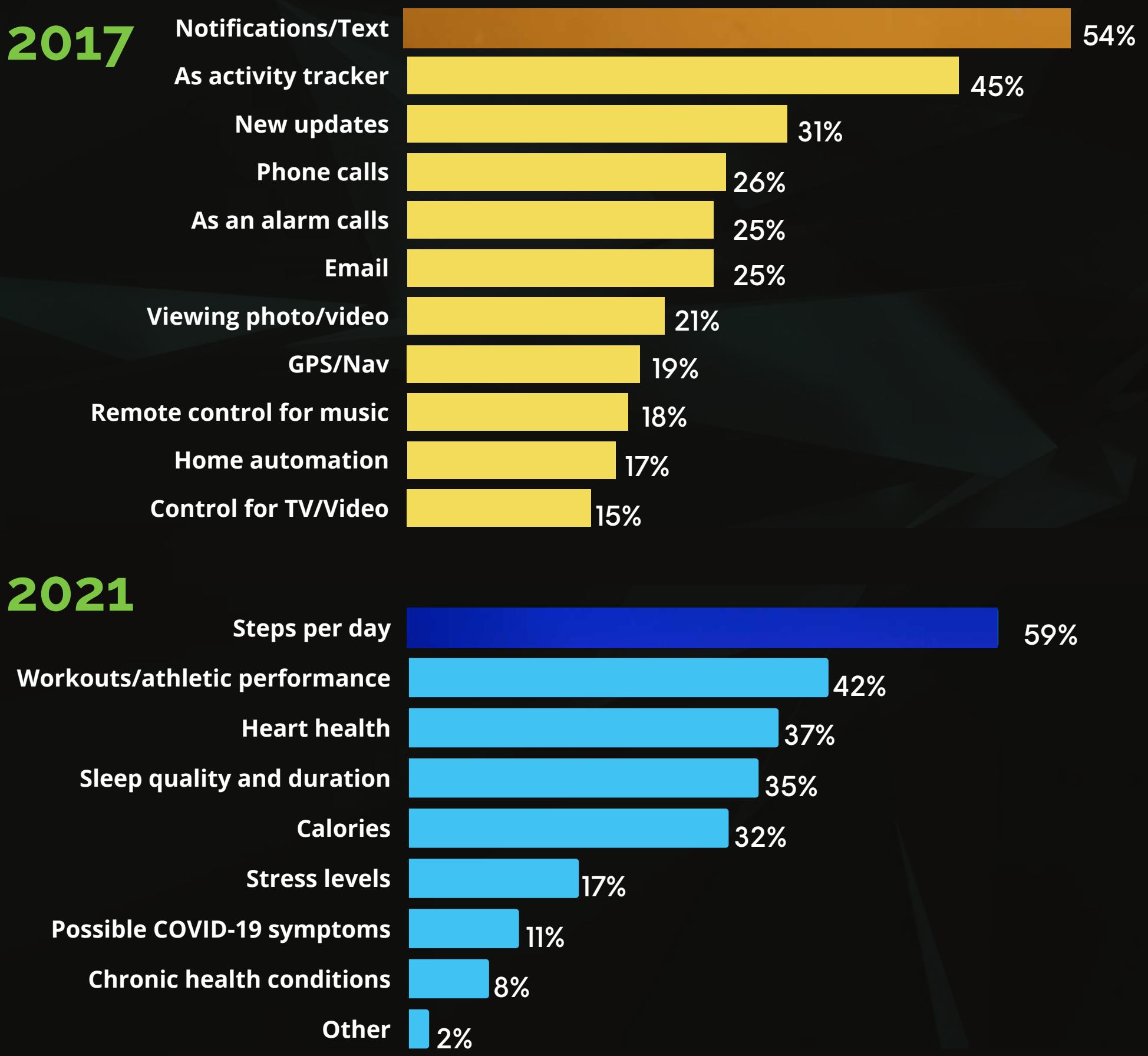
Use of wearable technology has changed significantly over the last few years



Source: Deloitte, Statista

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Is there a wearable for this thing too?

First of its kind wearables are redefining the way we monitor our health

AcuPebble

FDA approved device to detect Sleep Apnea

Philips Healthdot

One of the first biosensors that send vital data to the hospital without any hub or mobile phone

Reliefband Sport

Therapeutic device to combat nausea

Natural Cycles

Received FDA clearance to offer world's 1st birth control wearable

BabyO2™ S2 Baby Oxygen Monitor

Detects abnormalities in the baby's SpO2 or pulse rate

Embrace 2

FDA-approved wrist wearable to monitor seizures and alert caregivers

Respira Labs

Developing the first wearable device to measure "trapped air," an early marker of COPD

Source: Med Tech Innovation, Butler Technologies

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Big tech is racing to cash in on an industry ripe for disruption following COVID-19

Apple owns half the global smartwatch market and Apple Watch's user base **crossed 100 Mn** mark for the first time during the quarter end of June 2021

After acquisition of Fitbit, Google is working on its first in-house smartwatch. The watch-**codenamed 'Rohan'**- is being worked on by Google's Pixel hardware group separately from Fitbit

Facebook is all set to debut its first smartwatch in summer 2022, reportedly featuring **detachable cameras and a heart rate monitor**

Amazon recently added a new fitness wearable, the **Halo View**, to its Halo series. It's body fat % calculator is believed to **outperform lab devices**

Source: Insider

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Local brands are holding a big chunk in the Indian wearables market

Wearables shipments in India reached **23.8 Mn units** in Q3. In Sept. '21 alone, the shipments surpassed **10 Mn mark**

India's wearables market grew by **93.8% YoY in Q3, 2021** with a rise of homegrown brands fueling this growth

With a 26% market share in 3Q21, **Noise** maintained its supremacy for 6th consecutive quarter, followed by **BoAt** with a 23% market share

According to IDC report, Noise, boAt, and Fire-Boltt rank top in **most-selling wearables** in India

While smartwatches continued to be fastest growing category, truly wireless stereo (TWS) earbuds helped push the growth of **earwear category**

VOCAL FOR LOCAL

Source: Gadgets 360

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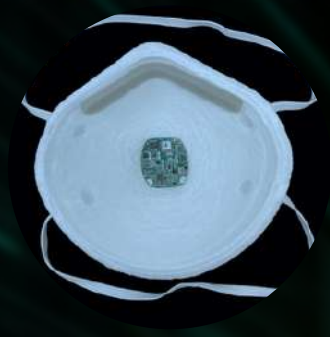
Wearables of future: Straight from Sci-fi

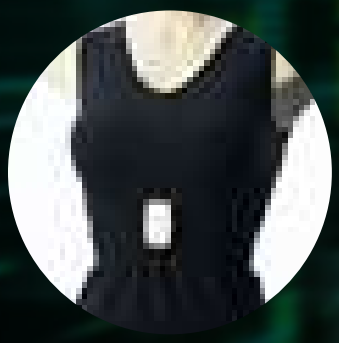


Fitbit for the face

A sensor that could help create a “smart” face mask and track breathing, heart rate and mask use time. Engineers hope that one day it will be able to run solely on “ambient sources”

Smart Glasses

Start-up Avegant has built an LED light engine to build small, stylish augmented reality smart glasses which can be used by surgeons for advanced surgeries one day



Smart Clothing

Mitsufuji Corp.’s hamon is a shirt that can conduct electricity and detect health risks & send information to a smartphone by analyzing biometric information such as heart rate

Smart Thread

Nextiles is working on a smart thread helping athletes assess the impact of training, exercise, practice, etc. It may have a great potential in healthcare going ahead

Neuralink: Brain Chip

Elon Musk's Neuralink is working on a fully implantable brain-machine interface (BMI) that will allow patients with paralysis to operate gadgets and, in future, their limbs

Source: The Japan News, Business Insider, CNBC, Forbes, The Hill

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Wearables companies to watch out for

Global Companies

GARMIN
AliveCor
avaco
fitbit
Owlet
WITHINGS
MOTIV

Indian Companies

boAt
getactive
ACTOFIT
ReTiSense
DUCERE TECHNOLOGIES
noise
FIRE-BOLTT
GOQii

Source: builtin, BISinfotech