

# October 2014 Wearables Snapshot

*Focus on the Wearable Technology Market*

# Executive Summary

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Fitbit continues to rule the Wearables Market, but other brands are creeping into their mindshare. Consumer attention tends to be focused around a select few, popular brands, but innovative products are demanding notice. Motorola boomed into the market with their Moto 360 smartwatch, and quickly became the most delightful brand. Consumers were the happiest buying their wearables from Staples this month, but Best Buy has a steadier stream of positive promoters. With all the different features available in various classes of wearables, the options are plentiful. Consumers are interested in capabilities such as sleep monitoring, but are confused about how to use the data their devices capture. The Wearables Market is definitely growing, but consumers expect more innovation and accuracy, along with style and functionality. The looming presence of the Apple Watch weighs heavily on consumer interaction with other brands in the months before its release, but new products from the likes of Fitbit, Microsoft, and Motorola, are demanding attention in the mean time.

## Table of Contents

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Executive Summary

Key Questions to be Answered

Evolution of Interest in the Most Discussed Brands

Brand Summary: Motorola Wins Promoters

Retailer Summary

Attribute Spotlight: Sleep Monitoring

Brand to Watch: Moto 360

Social Summary

Key Takeaway

## Key Questions to be Answered

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- 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 are consumers responding to sleep monitoring functions? How can this be improved?
- Why and how did the Motorola Moto 360 gain so many positive promoters? How is it better and worse than other smartwatches currently on the market?
- What topics are driving Wearables conversation in social media? What brands and products are influencing this conversation?

## Want More?

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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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