

Fitness trackers and smartwatches rule the wearable tech world

Article

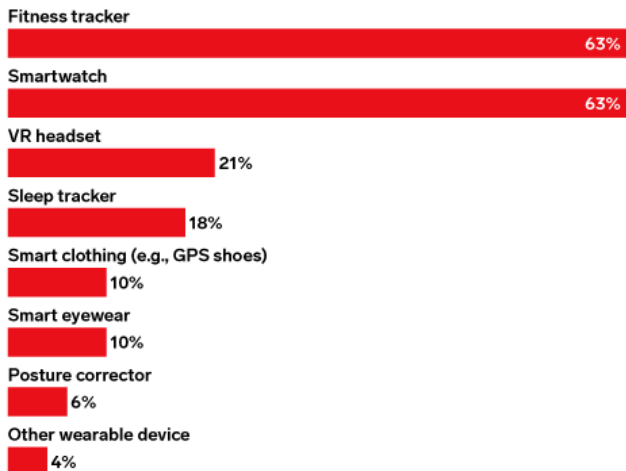


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Gadgets like fitness trackers and smartwatches are the most popular among US wearable owners, **63%** of whom own these sorts of devices. By contrast, more specialized wearables, such as sleep trackers or posture correctors, are not as widely adopted.

What Types of Wearable Devices Do US Wearable Device Owners Have?

% of respondents, March 2021



Note: n=248; ages 18-69

Source: Quantiloop, "2021 Consumer Electronics Study," May 12, 2021

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