

How Many Millennials Use Wearables?

ARTICLE | **DECEMBER 17, 2018**

Lucy Koch

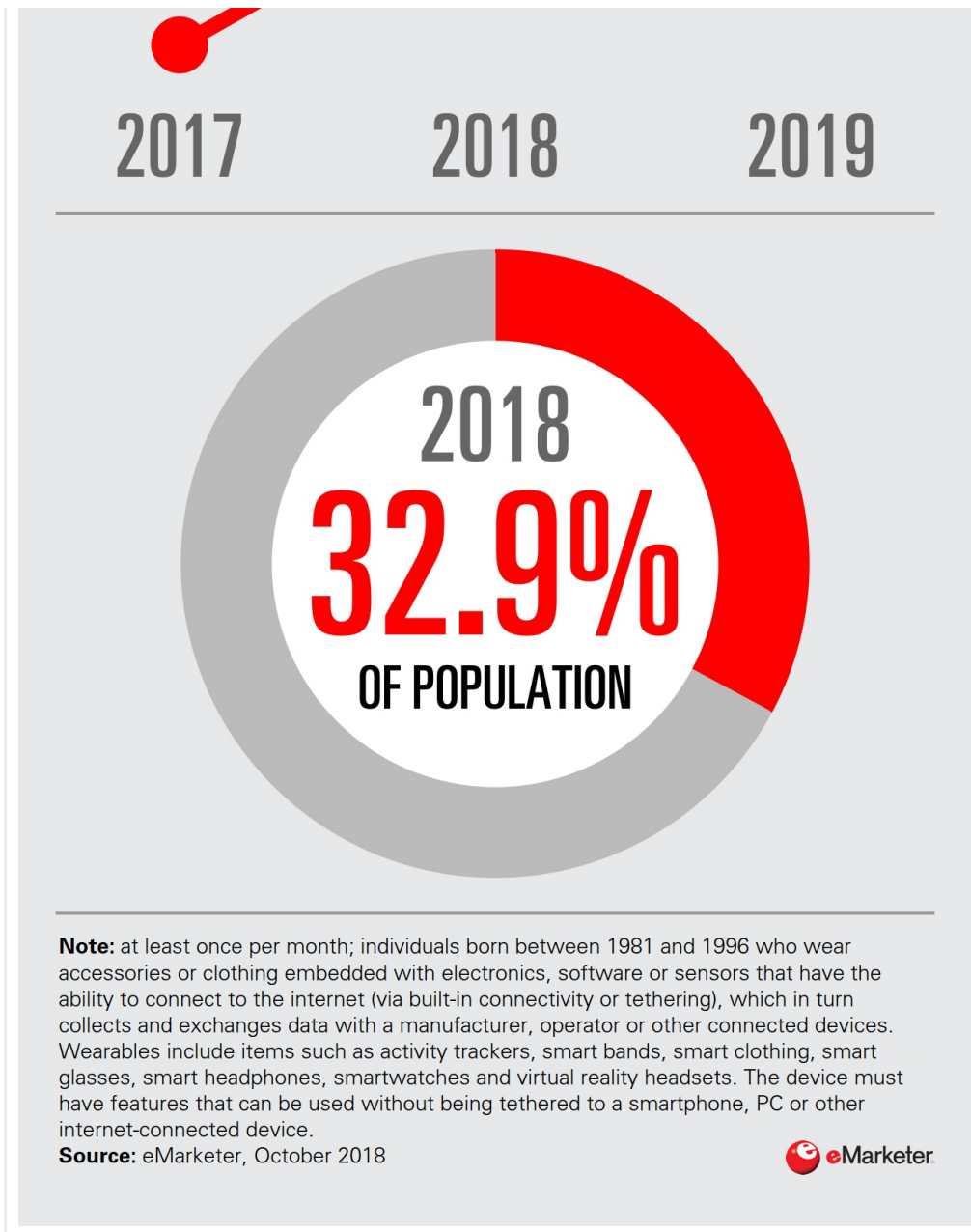
What Does Usage Look Like?

This year, 23.8 million US millennials will have used a wearable device at least once per month. That's roughly a third of the millennial population, according to our estimates.

We expect adoption to continue to increase steadily, reaching 28.9 million US millennials by 2022.

How Many Millennials Are Using Wearables in the US?





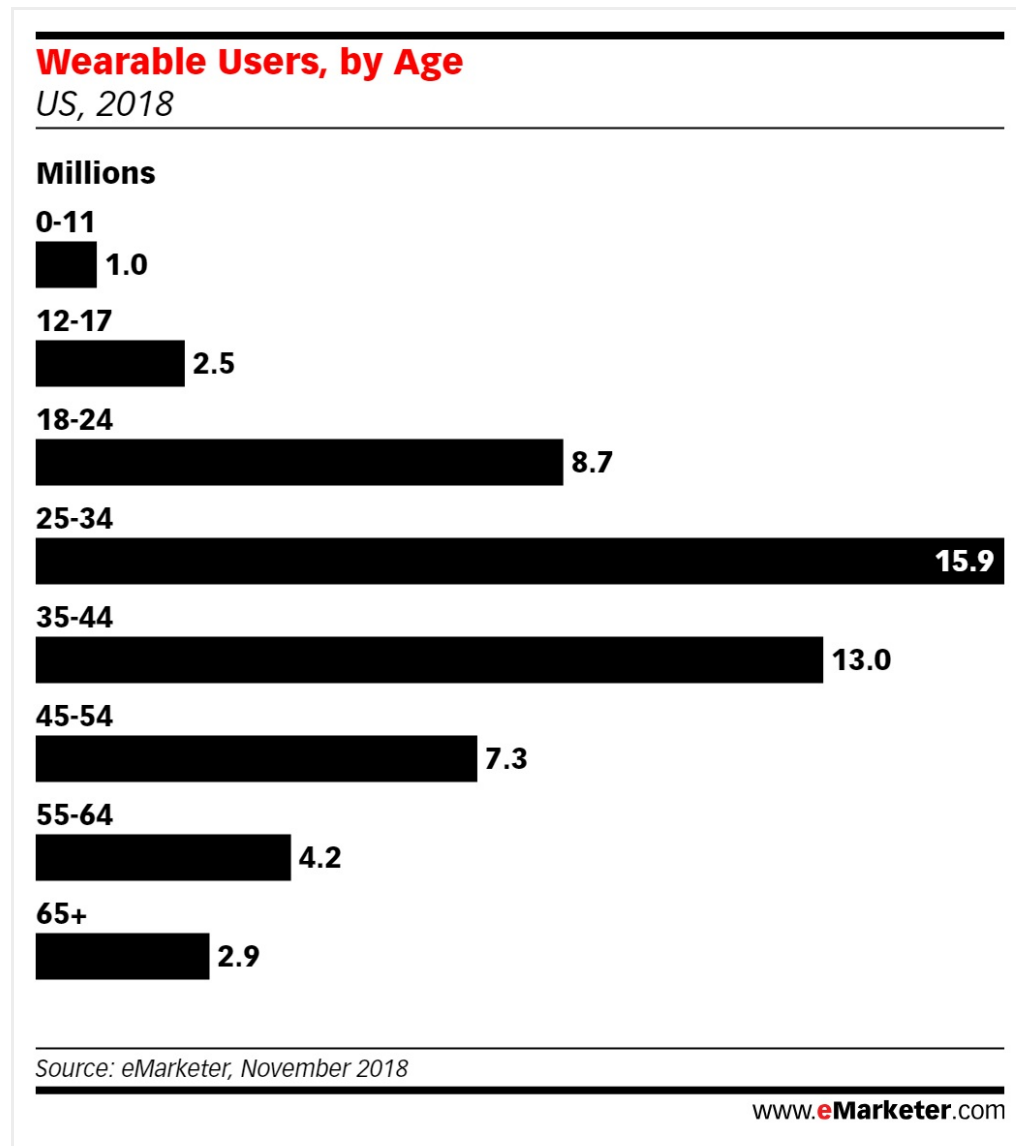
*This week, we're looking at wearable users. Each day, we'll delve into a different demographic and see what usage looks like across various age groups. Previously, we looked at **teens**. Next up, millennials.*

Is Adoption Different Among Younger and Older Millennials?

Older millennials are more likely to own a wearable than younger millennials. This year, 15.9 million 25- to 34-year-olds will own a wearable, while in contrast, 8.7 million 18- to-24-year-olds will.

"That's because of the high costs associated with these devices," said eMarketer forecasting analyst Cindy Liu. "Older age groups typically

have greater disposable incomes. And the health-related features are more attractive to older age groups."



Smartwatches or Fitness Trackers?

Millennials are replacing their simple fitness trackers with more complex devices like smartwatches.

In 2019, roughly half of wearable users age 18 and older will use a smartwatch, translating to 28.7 million adults.

"We can expect smartwatches to play a large role in wearables' growth among millennials," Liu said. "Standalone LTE connectivity is a major feature upgrade, and we expect to see more and more devices

outfitted with this feature."

More on Millennials from eMarketer

Podcasts:

- [The Intern Podcast](#)
- [Just How Different Are Younger and Older Millennials?](#)

Articles:

- [Millennials Browse In-Store, but Buy Online](#)
- [Are Millennials Using Smart Speakers?](#)
- [Millennials Don't Mind Using Tech While Shopping](#)