

Wearable AI Market by Product (Smartwatches, Fitness Tracker, AR/VR Headsets, Wearable Cameras, Smart Earwear, Smart Clothing & Footwear), Operation (On-device AI, Cloud-based AI), Application (Consumer Electronics, Healthcare) - Global Forecast to 2029

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Report description:

The wearable AI market is projected to grow from USD 62.7 billion in 2024 and is estimated to reach USD 138.5 billion by 2029; it is expected to grow at a CAGR of 17.2% from 2024 to 2029.

Increasing applications of wearable AI devices in healthcare sector, integration of wearable AI devices with Augmented Reality (AR) and Virtual Reality (VR) technologies, and increasing trend of remote work are the factors expected to fuel the growth of the wearable AI market.

"Smart earwear segment of the wearable AI market to witness high growth during the forecast period."

The wearable AI market's smart earwear segment is projected to be one of the fastest-growing segment over the forecast period. The high growth rate is attributed to growing need for hands-free communication, and immersive audio experiences is propelling the demand for smart earwear. AI functionalities in smart earwear enable features such as voice recognition, natural language processing, personalized audio tuning, and real-time translation. AI algorithms analyze user behavior, environmental data, and biometric signals to deliver customized experiences, optimize audio quality, and provide contextual information. Companies are focusing on technical advancements such as enhanced audio quality, improved connectivity, and advanced AI-driven features to have a competitive edge. For instance, in July 2023, Sony Corporation (Japan), introduced the Sony WF-C700N truly wireless earbuds which feature noise cancellation, IPX4 water resistance, and a 15-hour battery life. They come with noise-isolating memory foam and silicone ear tips, providing all-day comfort and exceptional sound quality.

"Cloud-based AI segment to witness significant growth for wearable AI market during the forecast period."

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The cloud-based AI segment is poised for remarkable growth within the wearable AI market over the forecast period. Most wearables in the market with AI capabilities connect with the cloud to receive on-device AI features. Cloud computing makes the utilization of AI much easier. The rapid improvement in computing power of high-end CPU and GPU architectures is strengthening the trend of cloud-based AI. The growing demand for advanced, data-intensive applications in wearable devices fuels the expansion of cloud-based AI, offering scalability and computational power for complex functionalities and personalized experiences. In February 2024, Amazfit (US) launched Amazfit Active Smartwatch, which is packed with cutting-edge features, including the AI-driven Zepp Coach, precise navigation through five satellite systems, and comprehensive health monitoring. The new watch is powered by Zepp Health's proprietary health management platform that delivers cloud-based 24/7 actionable insights and guidance to help users attain their wellness goals. The development of dedicated cloud-based AI driven wearables devices fuels the market growth for the segment over the forecast period.

"North America to hold a major market share of the wearable AI market during the forecast period" North America is expected to hold a major market share for wearable AI market during the forecast period. The region has witnessed widespread adoption in gaming, healthcare, marketing, and entertainment sectors, where enhancing user experiences through immersive technologies is a priority. The demand for virtual reality (VR) and augmented reality (AR) applications has further accelerated the adoption of wearable AI technologies, creating new avenues for market expansion. The high disposable income in the region allows people to purchase wearable devices, and the growth in the trend of video games among the youth has led to the penetration of wearable AI accessories like augmented reality glasses. Companies are also emphasizing strategic acquisition across the wearable AI ecosystem to stay competitive in the market. For instance, in May 2022, Google (US) acquired Raxium (US), a startup that develops light displays used in AR hardware, for USD 1 billion. Their R&D teams are working on miniaturizing AI processors for wearables devices. Such strategic initiatives are expected to fuel the market growth over the forecast timeframe.

Extensive primary interviews were conducted with key industry experts in the wearable AI market space to determine and verify the market size for various segments and subsegments gathered through secondary research. The break-up of primary participants for the report has been shown below:

The break-up of the profile of primary participants in the wearable AI market:

- By Company Type: Tier 1 - 30%, Tier 2 - 30%, and Tier 3 - 40%
- By Designation: C Level - 20%, Director Level - 30%, Others-50%
- By Region: North America - 30%, Europe - 20%, Asia Pacific - 40%, ROW- 10%

The report profiles key players in the wearable AI market with their respective market ranking analysis. Prominent players profiled in this report are Apple Inc. (US), SAMSUNG (South Korea), Alphabet Inc. (US), Microsoft (US), Meta (US), Lenovo (US), Garmin Ltd. (US), Amazon.com, Inc. (US), Xiaomi (China), and OPPO (China).

Apart from this, Sony Corporation (Japan), Huawei Device Co., Ltd. (China), Vuzix (US), Epson America, Inc. (US), Motorola Mobility LLC. (US), Imagine Marketing Limited (India), Magic Leap, Inc. (US), Humane Inc. (US), Motiv Inc. (US), Bragi (Germany), WHOOP (US), clim8 (UK), ProGlove (Germany), Biobeat (Israel), and Moov (US) are among a few emerging companies in the wearable AI market.

Research Coverage: This research report categorizes the wearable AI market on the basis of product, operation, application, and region. The report describes the major drivers, restraints, challenges, and opportunities pertaining to the wearable AI market and forecasts the same till 2029. Apart from these, the report also consists of leadership mapping and analysis of all the companies included in the wearable AI ecosystem.

Key Benefits of Buying the Report The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall wearable AI market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and to plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (growing awareness regarding health and fitness among general population and technological

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advancements in wearables, seamless integration with smartphones and Internet of Things (IoT), and increasing trend of remote work), restraints (Limited battery life), opportunities (Customization and personalization features, increasing applications of wearable AI devices in healthcare sector, integration of wearable AI devices with Augmented Reality (AR) and Virtual Reality (VR) technologies) and challenges (Market saturation and intense competition, ethical use of data, design and aesthetics challenges in balancing functionality) influencing the growth of the wearable AI market.

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the wearable AI market.
- Market Development: Comprehensive information about lucrative markets - the report analysis the wearable AI market across varied regions
- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the wearable AI market
- Competitive Assessment: In-depth assessment of market shares, growth strategies and product offerings of leading players like Apple Inc. (US), SAMSUNG (South Korea), Alphabet Inc. (US), Microsoft (US), Meta (US), among others in the wearable AI market.

Table of Contents:

1□INTRODUCTION□30

1.1□STUDY OBJECTIVES□30

1.2□MARKET DEFINITION□30

1.2.1□INCLUSIONS AND EXCLUSIONS□31

1.3□STUDY SCOPE□32

1.3.1□MARKETS COVERED□32

FIGURE 1□WEARABLE AI MARKET SEGMENTATION□32

1.3.2□REGIONAL SCOPE□32

1.3.3□YEARS CONSIDERED□33

1.3.4□CURRENCY CONSIDERED□33

1.3.5□UNITS CONSIDERED□33

1.4□LIMITATIONS□33

1.5□STAKEHOLDERS□34

1.6□SUMMARY OF CHANGES□34

1.7□RECESSION IMPACT□35

FIGURE 2□GDP GROWTH PROJECTION DATA FOR MAJOR ECONOMIES, 2021-2023□35

1.8□GDP GROWTH PROJECTIONS UNTIL 2024 FOR MAJOR ECONOMIES□36

2□RESEARCH METHODOLOGY□37

2.1□RESEARCH APPROACH□37

FIGURE 3□WEARABLE AI MARKET: RESEARCH DESIGN□37

2.1.1□SECONDARY DATA□38

2.1.1.1□List of major secondary sources□38

2.1.1.2□Key data from secondary sources□38

2.1.2□PRIMARY DATA□39

2.1.2.1□List of key interview participants□39

2.1.2.2□Breakdown of primaries□39

2.1.2.3□Key data from primary sources□40

2.1.2.4□Key industry insights□40

2.1.3□SECONDARY AND PRIMARY RESEARCH□41

2.2□MARKET SIZE ESTIMATION□41

FIGURE 4	RESEARCH FLOW OF MARKET SIZE ESTIMATION	42
2.2.1	BOTTOM-UP APPROACH	42
2.2.1.1	Approach to derive market size using bottom-up analysis (demand side)	42
FIGURE 5	WEARABLE AI MARKET: BOTTOM-UP APPROACH	43
2.2.2	TOP-DOWN APPROACH	43
2.2.2.1	Approach to drive market size using top-down analysis (supply side)	43
FIGURE 6	WEARABLE AI MARKET: TOP-DOWN APPROACH	44
2.2.2.2	Supply-side analysis	44
FIGURE 7	MARKET SIZE ESTIMATION METHODOLOGY (SUPPLY SIDE): REVENUE GENERATED BY WEARABLE AI DEVICE MANUFACTURERS	44
2.3	DATA TRIANGULATION	45
FIGURE 8	DATA TRIANGULATION	45
2.4	RESEARCH ASSUMPTIONS	46
2.5	PARAMETERS CONSIDERED TO ANALYZE IMPACT OF RECESSION ON STUDIED MARKET	46
2.6	RISK ASSESSMENT	47
2.7	RESEARCH LIMITATIONS	47
3	EXECUTIVE SUMMARY	48
FIGURE 9	SMARTWATCHES SEGMENT TO HOLD LARGEST MARKET SHARE IN 2029	48
FIGURE 10	ON-DEVICE AI SEGMENT TO HOLD LARGER MARKET SHARE IN 2029	49
FIGURE 11	CONSUMER ELECTRONICS SEGMENT TO HOLD LARGEST MARKET SHARE IN 2029	50
FIGURE 12	NORTH AMERICA DOMINATED GLOBAL WEARABLE AI MARKET IN 2023	50
4	PREMIUM INSIGHTS	52
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN WEARABLE AI MARKET	52
FIGURE 13	INTEGRATION OF AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) TECHNOLOGIES INTO WEARABLE AI DEVICES TO CREATE LUCRATIVE OPPORTUNITIES FOR MARKET PLAYERS	52
4.2	WEARABLE AI MARKET, BY PRODUCT	52
FIGURE 14	SMARTWATCHES SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD	52
4.3	WEARABLE AI MARKET, BY OPERATION AND APPLICATION	53
FIGURE 15	ON-DEVICE AI AND CONSUMER ELECTRONICS SEGMENTS TO HOLD LARGEST MARKET SHARES IN 2024	53
4.4	WEARABLE AI MARKET, BY REGION	53
FIGURE 16	NORTH AMERICA TO HOLD LARGEST MARKET SHARE IN 2024	53
4.5	WEARABLE AI MARKET, BY COUNTRY	54
FIGURE 17	JAPAN TO REGISTER HIGHEST CAGR IN WEARABLE AI MARKET FROM 2023 TO 2028	54
5	MARKET OVERVIEW	55
5.1	INTRODUCTION	55
5.2	MARKET DYNAMICS	55
FIGURE 18	WEARABLE AI MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES	55
5.2.1	DRIVERS	56
5.2.1.1	Growing awareness regarding health and fitness monitoring among general population and technological advancements in wearables	56
5.2.1.2	Seamless integration with smartphones and Internet of Things (IoT)	56
5.2.1.3	Increasing remote work trend	57
FIGURE 19	WEARABLE AI MARKET: DRIVERS AND THEIR IMPACT	57
5.2.2	RESTRAINTS	58
5.2.2.1	Limited battery life	58
FIGURE 20	WEARABLE AI MARKET: RESTRAINTS AND THEIR IMPACTS	58
5.2.3	OPPORTUNITIES	58

5.2.3.1	Customization and personalization features	58
5.2.3.2	Increasing applications of wearable AI devices in healthcare sector	59
5.2.3.3	Integration of wearable AI devices with Augmented Reality (AR) and Virtual Reality (VR) technologies	59
FIGURE 21 WEARABLE AI MARKET: OPPORTUNITIES AND THEIR IMPACTS		60
5.2.4	CHALLENGES	60
5.2.4.1	Market saturation and intense competition	60
5.2.4.2	Ethical use of data	61
5.2.4.3	Design and aesthetics challenges in balancing functionality	61
FIGURE 22 WEARABLE AI MARKET: CHALLENGES AND THEIR IMPACTS		62
5.3	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	62
FIGURE 23 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES		62
5.4	PRICING ANALYSIS	63
5.4.1	AVERAGE SELLING PRICE (ASP) OF WEARABLE AI DEVICES, BY PRODUCT	63
TABLE 1 AVERAGE SELLING PRICE (ASP) OF WEARABLE AI DEVICES, BY PRODUCT (USD)		63
5.4.2	AVERAGE SELLING PRICE (ASP) OF WEARABLE AI DEVICES OFFERED BY KEY PLAYERS, BY PRODUCT	64
FIGURE 24 AVERAGE SELLING PRICE (ASP) TREND OF WEARABLE AI DEVICES OFFERED BY SIX KEY PLAYERS, BY PRODUCT		64
TABLE 2 AVERAGE SELLING PRICE (ASP) OF WEARABLE AI DEVICES OFFERED BY SIX KEY PLAYERS, BY PRODUCT		65
5.4.3	AVERAGE SELLING PRICE (ASP) TREND OF SMARTWATCHES, BY REGION	65
FIGURE 25 AVERAGE SELLING PRICE (ASP) TREND OF SMARTWATCHES, BY REGION, 2020-2029 (USD)		65
TABLE 3 AVERAGE SELLING PRICE (ASP) OF SMARTWATCHES, BY REGION, 2020-2029 (USD)		65
5.4.4	AVERAGE SELLING PRICE (ASP) TREND OF FITNESS TRACKERS, BY REGION	66
FIGURE 26 AVERAGE SELLING PRICE (ASP) TREND OF FITNESS TRACKERS, BY REGION, 2020-2029 (USD)		66
TABLE 4 AVERAGE SELLING PRICE (ASP) OF FITNESS TRACKERS, BY REGION, 2020-2029 (USD)		66
5.4.5	AVERAGE SELLING PRICE (ASP) TREND OF SMART EARWEAR, BY REGION	67
FIGURE 27 AVERAGE SELLING PRICE (ASP) TREND OF SMART EARWEAR, BY REGION, 2020-2029 (USD)		67
TABLE 5 AVERAGE SELLING PRICE (ASP) OF SMART EARWEAR, BY REGION, 2020-2029 (USD)		67
5.5	VALUE CHAIN ANALYSIS	68
FIGURE 28 GLOBAL WEARABLE AI MARKET: VALUE CHAIN ANALYSIS		68
5.6	ECOSYSTEM MAPPING	69
FIGURE 29 WEARABLE AI MARKET: ECOSYSTEM MAPPING		69
TABLE 6 COMPANIES AND THEIR ROLES IN WEARABLE AI ECOSYSTEM		70
5.7	INVESTMENT AND FUNDING SCENARIO	71
FIGURE 30 VENTURE CAPITAL INVESTMENTS IN WEARABLE SECTOR, 2012-2022 (USD BILLION)		71
5.8	TECHNOLOGY ANALYSIS	72
5.8.1	KEY TECHNOLOGIES	72
5.8.1.1	Machine Learning (ML)	72
5.8.1.2	Artificial Intelligence (AI)	72
5.8.2	COMPLEMENTARY TECHNOLOGIES	72
5.8.2.1	Cloud computing	72
5.8.2.2	Edge computing	73
5.8.2.3	Internet of Things (IoT)	73
5.8.3	ADJACENT TECHNOLOGIES	73
5.8.3.1	Augmented reality/Virtual reality (AR/VR)	73
5.9	PATENT ANALYSIS	74
FIGURE 31 NUMBER OF PATENTS GRANTED PER YEAR, 2013-2023		74
FIGURE 32 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT APPLICATIONS IN LAST 10 YEARS		74
TABLE 7 TOP PATENT OWNERS IN LAST 10 YEARS		75

5.9.1 LIST OF MAJOR PATENTS 76

TABLE 8 WEARABLE AI MARKET: LIST OF MAJOR PATENTS, 2023 76

5.10 TRADE ANALYSIS 77

5.10.1 IMPORT SCENARIO FOR HS CODE 851830 78

FIGURE 33 IMPORT DATA FOR HS CODE 851830-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 78

5.10.2 EXPORT SCENARIO FOR HS CODE 851830 79

FIGURE 34 EXPORT DATA FOR HS CODE 851830-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 79

5.10.3 IMPORT SCENARIO FOR HS CODE 851762 80

FIGURE 35 IMPORT DATA FOR HS CODE 851762-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 80

5.10.4 EXPORT SCENARIO FOR HS CODE 851762 81

FIGURE 36 EXPORT DATA FOR HS CODE 851762-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 81

5.10.5 IMPORT SCENARIO FOR HS CODE 901380 82

FIGURE 37 IMPORT DATA FOR HS CODE 901380-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 82

5.10.6 EXPORT SCENARIO FOR HS CODE 901380 83

FIGURE 38 EXPORT DATA FOR HS CODE 901380-COMPLIANT PRODUCTS, BY COUNTRY, 2018-2022 (USD MILLION) 83

5.11 KEY CONFERENCES AND EVENTS, 2024-2025 84

TABLE 9 WEARABLE AI MARKET: LIST OF KEY CONFERENCES AND EVENTS, 2024-2025 84

5.12 CASE STUDY ANALYSIS 85

5.12.1 NOISE DEVELOPED INTELLIBUDS TWS EARBUDS USING BRAGI OS AND SMART GESTURE CONTROL 85

5.12.2 SENTIAR DEVELOPED CLINICAL SOLUTIONS USING MAGIC LEAP 2 PLATFORM 86

5.12.3 CHI-MEI MEDICAL CENTER USED VUZIX M400 SMART GLASSES IN PATIENT SURGERIES, ICUS, AND EMERGENCY ROOMS 86

5.12.4 GRIFFITH UNIVERSITY USED EPSON MOVERIO AR SMART GLASSES TO PROVIDE AUGMENTED REALITY COUNSELING FOR PHARMACY STUDENTS AND HEALTHCARE PROFESSIONALS 87

5.12.5 FORD DESIGNERS USED MICROSOFT HOLOLENS AUGMENTED REALITY TO MAKE CARS WITH BETTER AND USER-FRIENDLY DESIGNS 87

5.13 STANDARDS AND REGULATORY LANDSCAPE 88

5.13.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 88

TABLE 10 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 88

TABLE 11 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 89

TABLE 12 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 90

TABLE 13 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 91

5.13.2 STANDARDS 91

5.13.2.1 General Data Protection Regulation (GDPR) 91

5.13.2.2 Health Insurance Portability and Accountability Act (HIPAA) 91

5.13.2.3 Federal Communications Commission (FCC) Regulations 91

5.13.2.4 ISO 13485 91

5.13.2.5 IEC 62368 92

5.13.2.6 Bluetooth SIG Standards 92

5.13.2.7 IEEE Standards for AI Ethics and Transparency 92

5.13.3 GOVERNMENT REGULATIONS 92

5.13.3.1 US 92

5.13.3.2 Europe 92

5.13.3.3 China 92

5.13.3.4 Japan 92

5.14 PORTER'S FIVE FORCES ANALYSIS 93

TABLE 14 WEARABLE AI MARKET: PORTER'S FIVE FORCES ANALYSIS 93

FIGURE 39 WEARABLE AI MARKET: PORTER'S FIVE FORCES ANALYSIS 93

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5.14.1	INTENSITY OF COMPETITIVE RIVALRY	94
5.14.2	BARGAINING POWER OF SUPPLIERS	94
5.14.3	BARGAINING POWER OF BUYERS	94
5.14.4	THREAT OF SUBSTITUTES	94
5.14.5	THREAT OF NEW ENTRANTS	94
5.15	KEY STAKEHOLDERS AND BUYING CRITERIA	95
5.15.1	KEY STAKEHOLDERS IN BUYING PROCESS	95
	FIGURE 40 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS, BY APPLICATION	95
	TABLE 15 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS, BY APPLICATION (%)	95
5.15.2	BUYING CRITERIA	96
	FIGURE 41 KEY BUYING CRITERIA, BY APPLICATION	96
	TABLE 16 KEY BUYING CRITERIA, BY APPLICATION	96
6	WEARABLE AI MARKET, BY PRODUCT	97
6.1	INTRODUCTION	98
	FIGURE 42 AR/VR HEADSET SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD	98
	TABLE 17 WEARABLE AI MARKET, BY PRODUCT, 2020-2023 (USD MILLION)	98
	TABLE 18 WEARABLE AI MARKET, BY PRODUCT, 2024-2029 (USD MILLION)	99
	TABLE 19 WEARABLE AI MARKET, BY PRODUCT, 2020-2023 (MILLION UNITS)	99
	TABLE 20 WEARABLE AI MARKET, BY PRODUCT, 2024-2029 (MILLION UNITS)	99
6.2	SMARTWATCHES	100
6.2.1	SURGING DEMAND FOR AI-DRIVEN HEALTH ANALYTICS AND VIRTUAL ASSISTANTS TO DRIVE MARKET	100
6.3	FITNESS TRACKERS	101
6.3.1	GROWING DEMAND FOR REAL-TIME HEALTH MONITORING AND PERSONALIZED AI INSIGHTS TO FUEL MARKET GROWTH	101
6.4	AR/VR HEADSETS	101
6.4.1	SPATIAL AUDIO, HAND TRACKING, GESTURE RECOGNITION, AND POSITIONAL TRACKING FEATURES TO DRIVE DEMAND	101
6.5	WEARABLE CAMERAS	102
6.5.1	INCREASING TREND OF VLOGGING AND IMMERSIVE CONTENT CREATION TO FUEL DEMAND	102
6.6	SMART EARWEAR	102
6.6.1	GROWING NEED FOR HANDS-FREE COMMUNICATION TO DRIVE DEMAND	102
6.7	SMART CLOTHING & FOOTWEAR	103
6.7.1	INTEGRATION OF HEALTH MONITORING SENSORS AND ADAPTIVE FABRIC TECHNOLOGIES INTO SMART CLOTHING AND FOOTWEAR TO FUEL DEMAND	103
6.8	OTHER PRODUCTS	103
7	WEARABLE AI MARKET, BY OPERATION	104
7.1	INTRODUCTION	105
	FIGURE 43 ON-DEVICE AI SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD	105
	TABLE 21 WEARABLE AI MARKET, BY OPERATION, 2020-2023 (USD MILLION)	105
	TABLE 22 WEARABLE AI MARKET, BY OPERATION, 2024-2029 (USD MILLION)	105
7.2	ON-DEVICE AI	106
7.2.1	CAPABILITY OF REAL-TIME DATA PROCESSING AND PRIVACY PROTECTION TO DRIVE DEMAND	106
	TABLE 23 ON-DEVICE AI: WEARABLE AI MARKET, BY PRODUCT, 2020-2023 (USD MILLION)	107
	TABLE 24 ON-DEVICE AI: WEARABLE AI MARKET, BY PRODUCT, 2024-2029 (USD MILLION)	107
	TABLE 25 ON-DEVICE AI: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	107
	TABLE 26 ON-DEVICE AI: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	108
7.3	CLOUD-BASED AI	108
7.3.1	EASE OF IMPLEMENTATION AND COST-EFFECTIVENESS ASSOCIATED WITH CLOUD-BASED AI TO DRIVE MARKET	108
	TABLE 27 CLOUD-BASED AI: WEARABLE AI MARKET, BY PRODUCT, 2020-2023 (USD MILLION)	108

TABLE 28	CLOUD-BASED AI: WEARABLE AI MARKET, BY PRODUCT, 2024-2029 (USD MILLION)	109
TABLE 29	CLOUD-BASED AI: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	109
TABLE 30	CLOUD-BASED AI: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	109
8	WEARABLE AI MARKET, BY APPLICATION	110
8.1	INTRODUCTION	111
FIGURE 44	ENTERPRISE & INDUSTRIAL SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD	111
TABLE 31	WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	111
TABLE 32	WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	112
8.2	CONSUMER ELECTRONICS	112
8.2.1	INTEGRATION OF PERSONALIZED VIRTUAL ASSISTANTS AND AR/VR TECHNOLOGIES INTO WEARABLE DEVICES TO DRIVE MARKET	112
TABLE 33	CONSUMER ELECTRONICS: WEARABLE AI MARKET, BY OPERATION, 2020-2023 (USD MILLION)	113
TABLE 34	CONSUMER ELECTRONICS: WEARABLE AI MARKET, BY OPERATION, 2024-2029 (USD MILLION)	113
TABLE 35	CONSUMER ELECTRONICS: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION)	113
TABLE 36	CONSUMER ELECTRONICS: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION)	114
8.3	HEALTHCARE	114
8.3.1	RISING DEMAND FOR REMOTE PATIENT MONITORING AND FOCUS ON PREVENTIVE WELLNESS TO DRIVE DEMAND	114
TABLE 37	HEALTHCARE: WEARABLE AI MARKET, BY OPERATION, 2020-2023 (USD MILLION)	114
TABLE 38	HEALTHCARE: WEARABLE AI MARKET, BY OPERATION, 2024-2029 (USD MILLION)	115
TABLE 39	HEALTHCARE: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION)	115
TABLE 40	HEALTHCARE: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION)	115
8.4	ENTERPRISE & INDUSTRIAL	115
8.4.1	INCREASING ADOPTION OF WEARABLE AI DEVICES TO ENHANCE PRODUCTIVITY, SAFETY, AND EFFICIENCY OF INDUSTRIAL OPERATIONS TO FUEL MARKET GROWTH	115
TABLE 41	ENTERPRISE & INDUSTRIAL: WEARABLE AI MARKET, BY OPERATION, 2020-2023 (USD MILLION)	116
TABLE 42	ENTERPRISE & INDUSTRIAL: WEARABLE AI MARKET, BY OPERATION, 2024-2029 (USD MILLION)	116
TABLE 43	ENTERPRISE & INDUSTRIAL: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION)	116
TABLE 44	ENTERPRISE & INDUSTRIAL: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION)	117
8.5	OTHER APPLICATIONS	117
TABLE 45	OTHER APPLICATIONS: WEARABLE AI MARKET, BY OPERATION, 2020-2023 (USD MILLION)	117
TABLE 46	OTHER APPLICATIONS: WEARABLE AI MARKET, BY OPERATION, 2024-2029 (USD MILLION)	118
TABLE 47	OTHER APPLICATIONS: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION)	118
TABLE 48	OTHER APPLICATIONS: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION)	118
9	WEARABLE AI MARKET, BY REGION	119
9.1	INTRODUCTION	120
FIGURE 45	NORTH AMERICA TO DOMINATE WEARABLE AI MARKET DURING FORECAST PERIOD	120
TABLE 49	WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION)	121
TABLE 50	WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION)	121
9.2	NORTH AMERICA	121
9.2.1	NORTH AMERICAN WEARABLE AI MARKET: RECESSION IMPACT	122
FIGURE 46	NORTH AMERICA: WEARABLE AI MARKET SNAPSHOT	122
FIGURE 47	US TO LEAD NORTH AMERICAN WEARABLE AI MARKET DURING FORECAST PERIOD	123
TABLE 51	NORTH AMERICA: WEARABLE AI MARKET, BY COUNTRY, 2020-2023 (USD MILLION)	123
TABLE 52	NORTH AMERICA: WEARABLE AI MARKET, BY COUNTRY, 2024-2029 (USD MILLION)	123
TABLE 53	NORTH AMERICA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	124
TABLE 54	NORTH AMERICA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	124
TABLE 55	NORTH AMERICA: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2020-2023 (USD MILLION)	124

TABLE 56	NORTH AMERICA: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2024-2029 (USD MILLION)	124
TABLE 57	NORTH AMERICA: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2020-2023 (USD MILLION)	125
TABLE 58	NORTH AMERICA: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2024-2029 (USD MILLION)	125
TABLE 59	NORTH AMERICA: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2020-2023 (USD MILLION)	125
TABLE 60	NORTH AMERICA: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2024-2029 (USD MILLION)	125
TABLE 61	NORTH AMERICA: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2020-2023 (USD MILLION)	126
TABLE 62	NORTH AMERICA: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2024-2029 (USD MILLION)	126
9.2.2	US	126
9.2.2.1	Expanding healthcare sector to create growth opportunities for market players	126
TABLE 63	US: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	127
TABLE 64	US: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	127
9.2.3	CANADA	127
9.2.3.1	Government-led funding for research on emerging technologies such as AI and IoT to drive market	127
TABLE 65	CANADA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	128
TABLE 66	CANADA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	128
9.2.4	MEXICO	128
9.2.4.1	Increased demand for smartwatches with safety features and location-tracking capabilities to drive market	128
TABLE 67	MEXICO: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	129
TABLE 68	MEXICO: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	129
9.3	EUROPE	129
9.3.1	EUROPEAN WEARABLE AI MARKET: RECESSION IMPACT	130
FIGURE 48	EUROPE: WEARABLE AI MARKET SNAPSHOT	131
FIGURE 49	GERMANY TO HOLD LARGEST SHARE OF EUROPEAN WEARABLE AI MARKET IN 2029	132
TABLE 69	EUROPE: WEARABLE AI MARKET, BY COUNTRY, 2020-2023 (USD MILLION)	132
TABLE 70	EUROPE: WEARABLE AI MARKET, BY COUNTRY, 2024-2029 (USD MILLION)	132
TABLE 71	EUROPE: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	133
TABLE 72	EUROPE: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	133
TABLE 73	EUROPE: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2020-2023 (USD MILLION)	133
TABLE 74	EUROPE: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2024-2029 (USD MILLION)	133
TABLE 75	EUROPE: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2020-2023 (USD MILLION)	134
TABLE 76	EUROPE: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2024-2029 (USD MILLION)	134
TABLE 77	EUROPE: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2020-2023 (USD MILLION)	134
TABLE 78	EUROPE: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2024-2029 (USD MILLION)	135
TABLE 79	EUROPE: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2020-2023 (USD MILLION)	135
TABLE 80	EUROPE: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2024-2029 (USD MILLION)	135
9.3.2	GERMANY	136
9.3.2.1	Government-led investments in AI research and development and digital healthcare initiatives to drive market	136
TABLE 81	GERMANY: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	136
TABLE 82	GERMANY: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	136
9.3.3	UK	137
9.3.3.1	Rising use of AR/VR headsets to propel market	137
TABLE 83	UK: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	137
TABLE 84	UK: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	137
9.3.4	FRANCE	138
9.3.4.1	Favorable government initiatives related to telemedicine and telehealth practices to support market growth	138
TABLE 85	FRANCE: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)	138
TABLE 86	FRANCE: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)	139

9.3.5 REST OF EUROPE 139

TABLE 87 REST OF EUROPE: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 139

TABLE 88 REST OF EUROPE: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 140

9.4 ASIA PACIFIC 140

9.4.1 ASIA PACIFIC WEARABLE AI MARKET: RECESSION IMPACT 140

FIGURE 50 ASIA PACIFIC: WEARABLE AI MARKET SNAPSHOT 141

FIGURE 51 CHINA TO DOMINATE ASIA PACIFIC WEARABLE AI MARKET DURING FORECAST PERIOD 142

TABLE 89 ASIA PACIFIC: WEARABLE AI MARKET, BY COUNTRY, 2020-2023 (USD MILLION) 142

TABLE 90 ASIA PACIFIC: WEARABLE AI MARKET, BY COUNTRY, 2024-2029 (USD MILLION) 142

TABLE 91 ASIA PACIFIC: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 143

TABLE 92 ASIA PACIFIC: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 143

TABLE 93 ASIA PACIFIC: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2020-2023 (USD MILLION) 143

TABLE 94 ASIA PACIFIC: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY COUNTRY, 2024-2029 (USD MILLION) 144

TABLE 95 ASIA PACIFIC: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2020-2023 (USD MILLION) 144

TABLE 96 ASIA PACIFIC: WEARABLE AI MARKET FOR HEALTHCARE, BY COUNTRY, 2024-2029 (USD MILLION) 144

TABLE 97 ASIA PACIFIC: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2020-2023 (USD MILLION) 145

TABLE 98 ASIA PACIFIC: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY COUNTRY, 2024-2029 (USD MILLION) 145

TABLE 99 ASIA PACIFIC: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2020-2023 (USD MILLION) 145

TABLE 100 ASIA PACIFIC: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2024-2029 (USD MILLION) 146

9.4.2 CHINA 146

9.4.2.1 Large presence of key market players to boost market growth 146

TABLE 101 CHINA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 146

TABLE 102 CHINA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 147

9.4.3 JAPAN 147

9.4.3.1 Growing aging population to fuel demand 147

TABLE 103 JAPAN: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 147

TABLE 104 JAPAN: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 148

9.4.4 INDIA 148

9.4.4.1 Growing emphasis on "Make in India" to drive market 148

TABLE 105 INDIA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 148

TABLE 106 INDIA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 149

9.4.5 SOUTH KOREA 149

9.4.5.1 Increased innovations and product developments in electronics industry to drive market 149

TABLE 107 SOUTH KOREA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 149

TABLE 108 SOUTH KOREA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 150

9.4.6 REST OF ASIA PACIFIC 150

TABLE 109 REST OF ASIA PACIFIC: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 151

TABLE 110 REST OF ASIA PACIFIC: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 151

9.5 ROW 151

9.5.1 ROW WEARABLE AI MARKET: RECESSION IMPACT 151

FIGURE 52 SOUTH AMERICA TO HOLD LARGEST SHARE OF ROW WEARABLE AI MARKET IN 2029 152

TABLE 111 ROW: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION) 152

TABLE 112 ROW: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION) 152

TABLE 113 MIDDLE EAST: WEARABLE AI MARKET, BY REGION, 2020-2023 (USD MILLION) 152

TABLE 114 MIDDLE EAST: WEARABLE AI MARKET, BY REGION, 2024-2029 (USD MILLION) 153

TABLE 115 ROW: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION) 153

TABLE 116 ROW: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION) 153

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TABLE 117ROW: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY REGION, 2020-2023 (USD MILLION)153

TABLE 118ROW: WEARABLE AI MARKET FOR CONSUMER ELECTRONICS, BY REGION, 2024-2029 (USD MILLION)154

TABLE 119ROW: WEARABLE AI MARKET FOR HEALTHCARE, BY REGION, 2020-2023 (USD MILLION)154

TABLE 120ROW: WEARABLE AI MARKET FOR HEALTHCARE, BY REGION, 2024-2029 (USD MILLION)154

TABLE 121ROW: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY REGION, 2020-2023 (USD MILLION)154

TABLE 122ROW: WEARABLE AI MARKET FOR ENTERPRISE & INDUSTRIAL, BY REGION, 2024-2029 (USD MILLION)155

TABLE 123ROW: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY REGION, 2020-2023 (USD MILLION)155

TABLE 124ROW: WEARABLE AI MARKET FOR OTHER APPLICATIONS, BY REGION, 2024-2029 (USD MILLION)155

9.5.2SOUTH AMERICA155

9.5.2.1Growing sales of wearable electronics to drive market155

TABLE 125SOUTH AMERICA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)156

TABLE 126SOUTH AMERICA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)156

9.5.3MIDDLE EAST156

9.5.3.1Substantial government-led investments in smart city initiatives and technological innovations to drive market156

TABLE 127MIDDLE EAST: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)157

TABLE 128MIDDLE EAST: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)157

9.5.3.2GCC Countries157

9.5.3.2.1Government focus on digital transformation to fuel market growth157

9.5.3.3Rest of Middle East158

9.5.3.3.1Evolving digital landscape and growing importance of technology in Middle Eastern societies to drive market158

9.5.4AFRICA158

9.5.4.1Growing internet and mobile technology penetration to support market growth158

TABLE 129AFRICA: WEARABLE AI MARKET, BY APPLICATION, 2020-2023 (USD MILLION)159

TABLE 130AFRICA: WEARABLE AI MARKET, BY APPLICATION, 2024-2029 (USD MILLION)159

10COMPETITIVE LANDSCAPE160

10.1OVERVIEW160

10.2STRATEGIES ADOPTED BY MAJOR PLAYERS160

TABLE 131WEARABLE AI MARKET: OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS160

10.3REVENUE ANALYSIS, 2019-2023162

FIGURE 53WEARABLE AI MARKET: REVENUE ANALYSIS OF TOP FIVE PLAYERS, 2019-2023162

10.4MARKET SHARE ANALYSIS, 2023162

FIGURE 54WEARABLE AI MARKET SHARE ANALYSIS OF TOP FIVE PLAYERS, 2023162

TABLE 132WEARABLE AI MARKET: DEGREE OF COMPETITION, 2023163

10.5COMPANY VALUATION AND FINANCIAL METRICS, 2024165

FIGURE 55COMPANY VALUATION, 2024 (USD BILLION)165

FIGURE 56FINANCIAL METRICS (EV/EBITDA), 2024166

10.6BRAND/PRODUCT COMPARISON166

FIGURE 57BRAND/PRODUCT COMPARISON166

10.7COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023167

10.7.1STARS167

10.7.2EMERGING LEADERS167

10.7.3PERVASIVE PLAYERS167

10.7.4PARTICIPANTS167

FIGURE 58WEARABLE AI MARKET: COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023168

10.7.5COMPANY FOOTPRINT: KEY PLAYERS, 2023169

10.7.5.1Overall footprint169

TABLE 133OVERALL COMPANY FOOTPRINT169

10.7.5.2	Product footprint	170
TABLE 134	COMPANY PRODUCT FOOTPRINT	170
10.7.5.3	Operation footprint	171
TABLE 135	COMPANY OPERATION FOOTPRINT	171
10.7.5.4	Application footprint	171
TABLE 136	COMPANY APPLICATION FOOTPRINT	171
10.7.5.5	Regional footprint	172
TABLE 137	COMPANY REGIONAL FOOTPRINT	172
10.8	COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023	173
10.8.1	PROGRESSIVE COMPANIES	173
10.8.2	RESPONSIVE COMPANIES	173
10.8.3	DYNAMIC COMPANIES	173
10.8.4	STARTING BLOCKS	173
FIGURE 59	WEARABLE AI MARKET: COMPANY EVALUATION MATRIX: START-UPS/SMES, 2023	174
10.8.5	COMPETITIVE BENCHMARKING: START-UPS/SMES, 2023	175
10.8.5.1	List of key start-ups/SMEs	175
TABLE 138	WEARABLE AI MARKET: LIST OF KEY START-UPS/SMES	175
10.8.5.2	Product footprint (Start-ups/SMEs)	176
TABLE 139	START-UP/SME PRODUCT FOOTPRINT	176
10.8.5.3	Operation footprint (Start-ups/SMEs)	176
TABLE 140	START-UP/SME OPERATION FOOTPRINT	176
10.8.5.4	Application footprint (Start-ups/SMEs)	177
TABLE 141	START-UP/SME APPLICATION FOOTPRINT	177
10.8.5.5	Regional footprint (Start-ups/SMEs)	177
TABLE 142	START-UP/SME REGION FOOTPRINT	177
10.9	COMPETITIVE SCENARIOS AND TRENDS	178
10.9.1	PRODUCT LAUNCHES	178
TABLE 143	WEARABLE AI MARKET: PRODUCT LAUNCHES, OCTOBER 2020-JANUARY 2024	178
10.9.2	DEALS	182
TABLE 144	WEARABLE AI MARKET: DEALS, JANUARY 2021-NOVEMBER 2023	183
11	COMPANY PROFILES	187
(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)*		
11.1	KEY PLAYERS	187
11.1.1	APPLE INC.	187
TABLE 145	APPLE INC.: COMPANY OVERVIEW	187
FIGURE 60	APPLE INC.: COMPANY SNAPSHOT	188
TABLE 146	APPLE INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED	188
TABLE 147	APPLE INC.: PRODUCT LAUNCHES	190
TABLE 148	APPLE INC.: DEALS	191
11.1.2	SAMSUNG	193
TABLE 149	SAMSUNG: COMPANY OVERVIEW	193
FIGURE 61	SAMSUNG: COMPANY SNAPSHOT	194
TABLE 150	SAMSUNG: PRODUCTS/SOLUTIONS/SERVICES OFFERED	194
TABLE 151	SAMSUNG: PRODUCT LAUNCHES	195
TABLE 152	SAMSUNG ELECTRONICS CO., LTD.: DEALS	196
11.1.3	ALPHABET INC.	198

TABLE 153	ALPHABET INC.: COMPANY OVERVIEW	198
FIGURE 62	ALPHABET INC.: COMPANY SNAPSHOT	199
TABLE 154	ALPHABET INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED	199
TABLE 155	ALPHABET INC.: PRODUCT LAUNCHES	200
TABLE 156	ALPHABET INC.: DEALS	201
11.1.4	MICROSOFT	203
TABLE 157	MICROSOFT: COMPANY OVERVIEW	203
FIGURE 63	MICROSOFT: COMPANY SNAPSHOT	204
TABLE 158	MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED	204
TABLE 159	MICROSOFT: PRODUCT LAUNCHES	205
TABLE 160	MICROSOFT: DEALS	205
11.1.5	META	208
TABLE 161	META: COMPANY OVERVIEW	208
FIGURE 64	META: COMPANY SNAPSHOT	209
TABLE 162	META: PRODUCTS/SOLUTIONS/SERVICES OFFERED	209
TABLE 163	META: PRODUCT LAUNCHES	210
TABLE 164	META: DEALS	210
11.1.6	LENOVO	212
TABLE 165	LENOVO: COMPANY OVERVIEW	212
FIGURE 65	LENOVO: COMPANY SNAPSHOT	213
TABLE 166	LENOVO: PRODUCTS/SOLUTIONS/SERVICES OFFERED	213
TABLE 167	LENOVO: PRODUCT LAUNCHES	214
TABLE 168	LENOVO: DEALS	215
11.1.7	GARMIN LTD.	216
TABLE 169	GARMIN LTD.: COMPANY OVERVIEW	216
FIGURE 66	GARMIN LTD.: COMPANY SNAPSHOT	217
TABLE 170	GARMIN LTD.: PRODUCTS/SOLUTIONS/SERVICES OFFERED	217
TABLE 171	GARMIN LTD.: PRODUCT LAUNCHES	218
11.1.8	AMAZON.COM, INC.	219
TABLE 172	AMAZON.COM, INC.: COMPANY OVERVIEW	219
FIGURE 67	AMAZON.COM, INC.: COMPANY SNAPSHOT	220
TABLE 173	AMAZON.COM, INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED	220
TABLE 174	AMAZON.COM, INC.: PRODUCT LAUNCHES	221
TABLE 175	AMAZON.COM, INC.: DEALS	221
11.1.9	XIAOMI	222
TABLE 176	XIAOMI: COMPANY OVERVIEW	222
FIGURE 68	XIAOMI: COMPANY SNAPSHOT	223
TABLE 177	XIAOMI: PRODUCTS/SOLUTIONS/SERVICES OFFERED	223
TABLE 178	XIAOMI: PRODUCT LAUNCHES	224
11.1.10	OPPO	225
TABLE 179	OPPO: COMPANY OVERVIEW	225
TABLE 180	OPPO: PRODUCTS/SOLUTIONS/SERVICES OFFERED	225
TABLE 181	OPPO: PRODUCT LAUNCHES	226
TABLE 182	OPPO: DEALS	226
11.2	OTHER PLAYERS	227
11.2.1	VUZIX	227
11.2.2	EPSON AMERICA, INC.	228

11.2.3	SONY	229
11.2.4	HUAWEI TECHNOLOGIES CO., LTD.	230
11.2.5	MOTOROLA MOBILITY LLC	231
11.2.6	IMAGINE MARKETING LIMITED	232
11.2.7	HUMANE INC.	233
11.2.8	WHOOP	234
11.2.9	MOTIV INC.	235
11.2.10	BRAGI	236
11.2.11	MAGIC LEAP, INC.	237
11.2.12	CLIM8	238
11.2.13	PROGLOVE	239
11.2.14	BIOBEAT	240
11.2.15	MOOV INC.	241

Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

12	APPENDIX	242
12.1	DISCUSSION GUIDE	242
12.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	245
12.3	CUSTOMIZATION OPTIONS	247
12.4	RELATED REPORTS	247
12.5	AUTHOR DETAILS	248

Wearable AI Market by Product (Smartwatches, Fitness Tracker, AR/VR Headsets, Wearable Cameras, Smart Earwear, Smart Clothing & Footwear), Operation (On-device AI, Cloud-based AI), Application (Consumer Electronics, Healthcare) - Global Forecast to 2029

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