

Impact of Covid Data in mobility and Wearable market

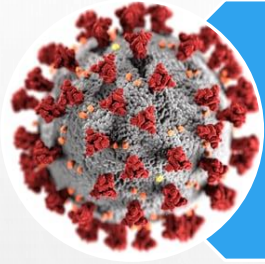
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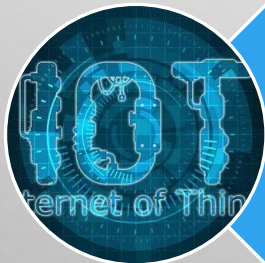
INTRODUCTION



The COVID-19 situation is influencing customer behavior and, as a result, marketing strategies.

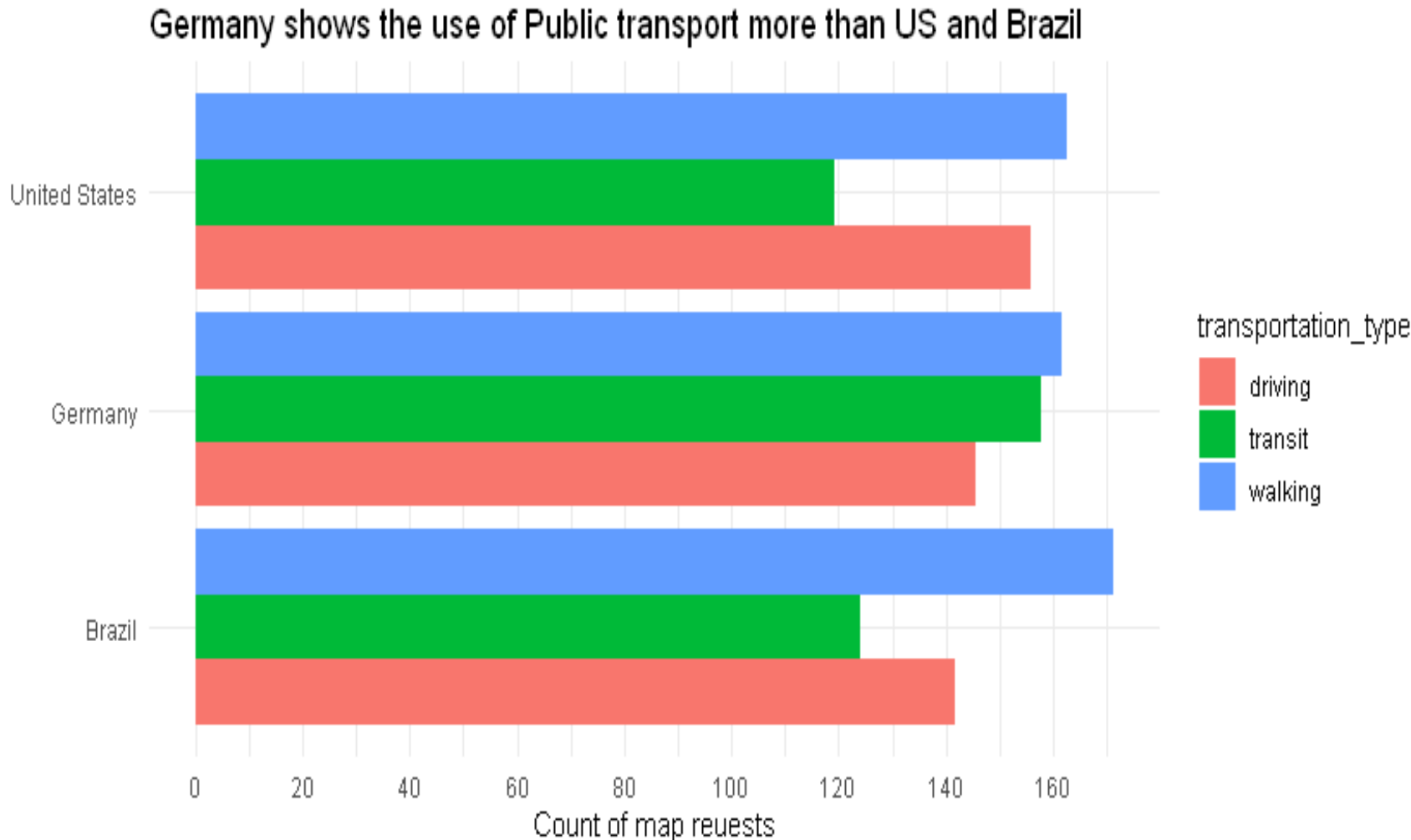


Consumers are being pushed to reconsider their objectives in life.



Asignificant influence on mobility behavior, Global Economy and wearable market.

INVESTIGATING THE POTENTIAL MARKETS



Germany
Shows use of
Public
transport
the most.



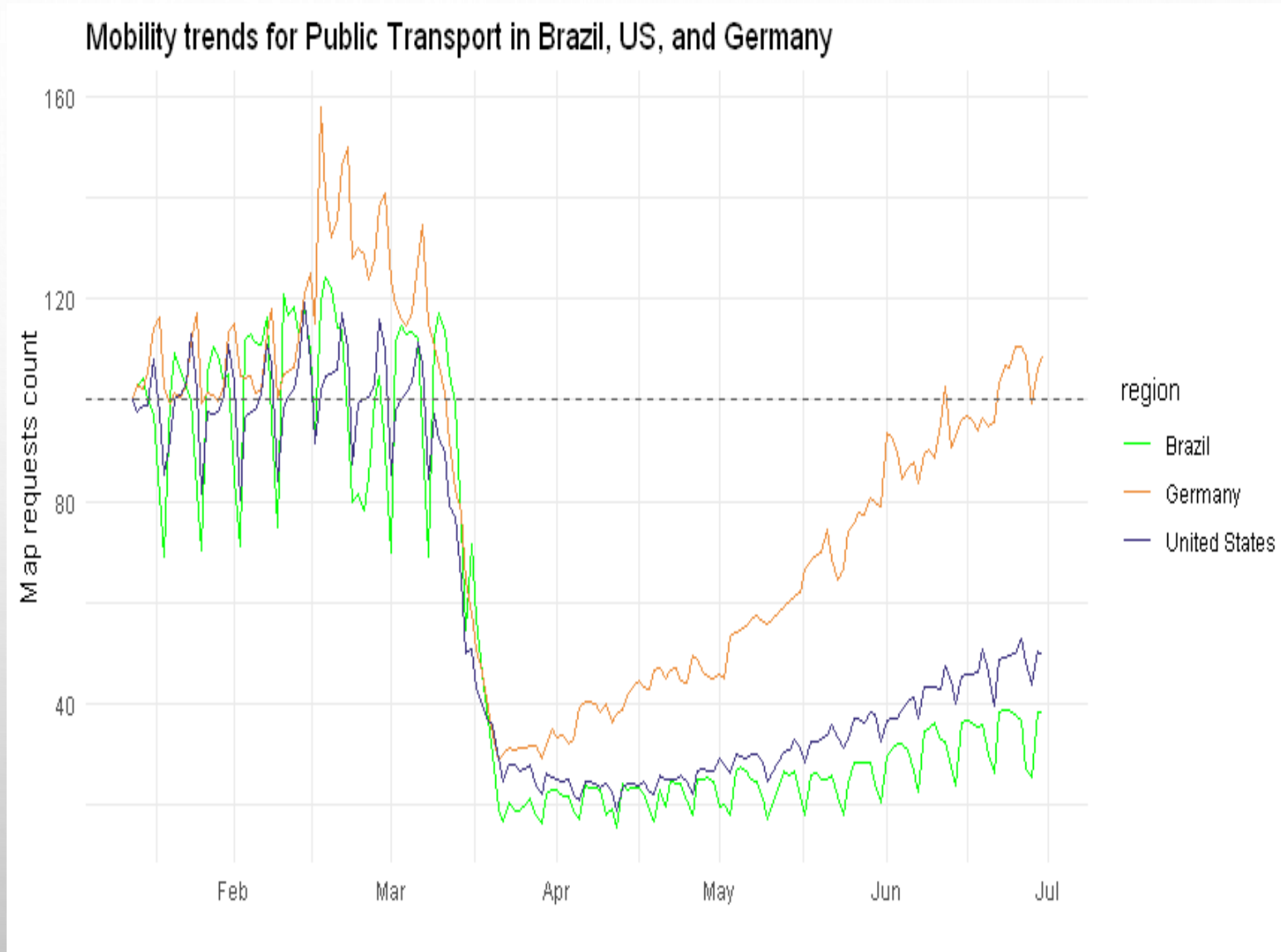
Brazil Shows
the least use of
Private **Cars**.

RESULTS AND DISCUSSION

Public Transport

experienced the
greatest fall by
In April

76%

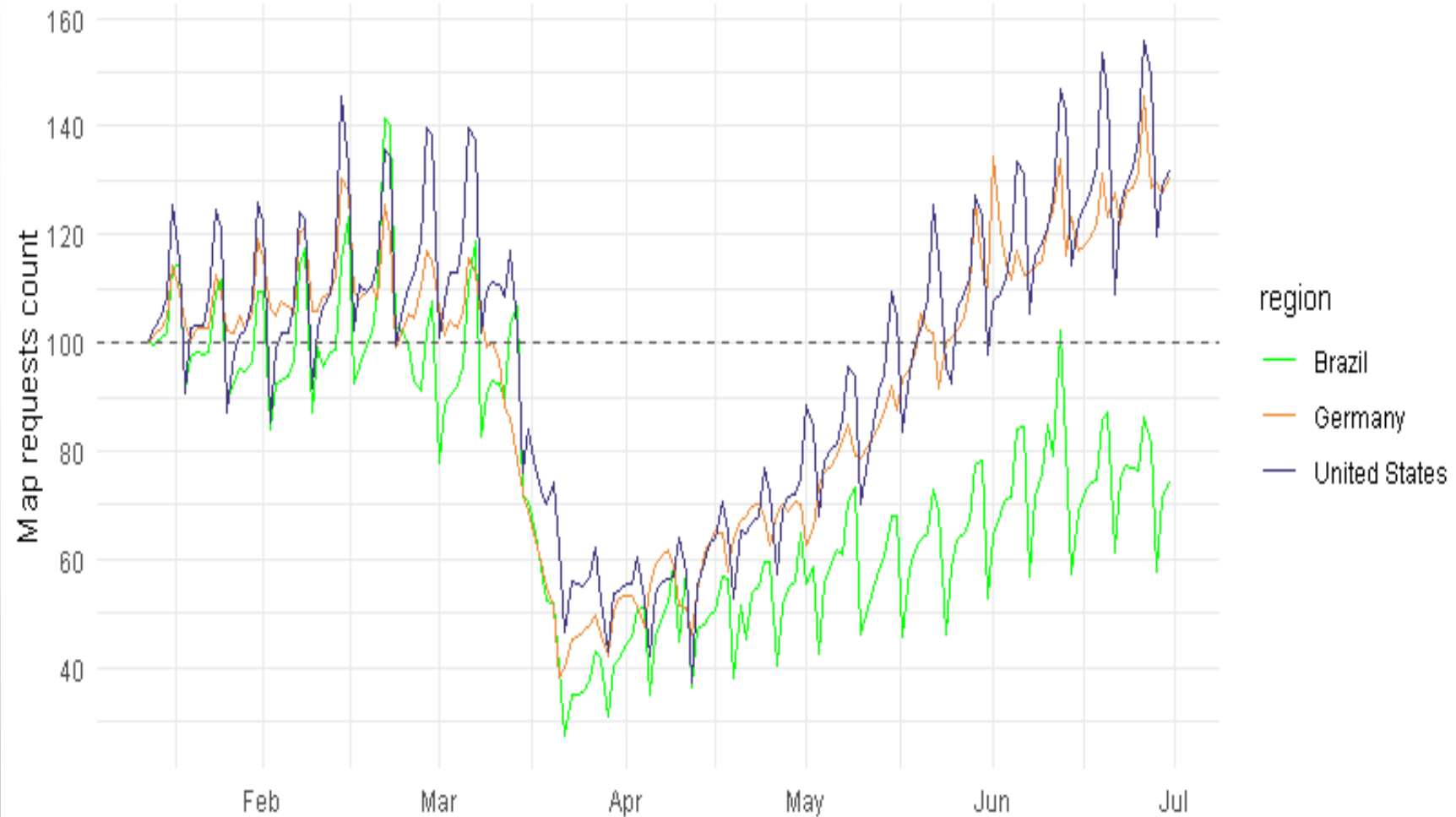


A Shift to use
Private **Cars** in
The **US** and
Germany

Brazil Shows
less use of
Private Cars

Mobility trends for Driving in Brazil, US and Germany

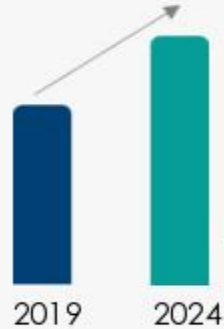
mobility decreased dramatically at the beginning of the pandemic



Global Wearable Medical Devices Market 2020-2024

Market growth will **ACCELERATE**
at a **CAGR** of almost

10%



Incremental growth (\$B)

\$10.24

Growth for 2020



13.88%



35%

Of growth will come from
NORTH AMERICA



The market is **CONCENTRATED**
with several players occupying the
market share

IMPACT



Health Care Industry:

The Health Care sector will see **POSITIVE IMPACT** due to the COVID-19 outbreak, and the industry is expected to register a high growth rate compared to the global GDP growth.



Market impact:

This market will have **POSITIVE IMPACT** due to pandemic



All market estimates to be revisited and updated in Q4-2020, based on the revaluation of the impact, as the pandemic spread plateaus

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GLOBAL WEARABLE MEDICAL DEVICES MARKET (BUSINESS WIRE TECHNAVIO 2020)¹.

RECOMMENDED ACTIONS





THANK YOU!