

# Scenarios for the Devices and Wearables Marketplace, 2021

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The devices market increased by 26.8% YoY in unit sales in 1Q21. PC and ultramobile sales increased by 45.8% while mobile phone sales increased by 22.1%. Volumes for the devices market and wearables market for 2021 are expected to grow at 8.6% and 25.6% YoY, respectively.

## Overview

The devices marketplace comprises connected devices, including PCs, ultramobiles and mobile phones. The wearable marketplace includes electronic devices designed to be worn that can process and transfer information wirelessly. It consists of smartwatches, head-mounted displays (HMDs), smart patches, ear-worn (truly wireless stereo) devices, etc.

## PCs and Ultramobiles

In the PCUM market, shipments rose during the pandemic as remote work and education boosted sales of mobile PCs and Chromebooks, leading to an increase of 49.6% YoY. The PC market is expected to continue doing well in 2021 as demand for laptops continues to be strong and remote work/learning extends into a more permanent strategic transformation. The combined mobile PC and Chromebook market is expected to grow by 13.6% in 2021, and the overall PCUM shipments are expected to grow by 10.7%.

## Phones

In 1Q21, mobile phones unit sales increased by 22.1% YoY with a consequent increase in end-user spending by 41.4%. Through 2021, the phone market is expected to see an increase of 7.9% as the market bounces back once vaccination roll-outs complete in most markets. After delaying purchases for a year, consumers will replace their phones and migrate to 5G. However, the recovery is expected to be gradual, as volumes in 2022 will remain 4.0% below 2019 unit sales.

## Wearables

The wearables market has seen greater opportunities with the arrival of COVID-19 pandemic. The move to remote working as a long-term strategic decision has led to a change in attitudes for both businesses and consumers as they have started paying greater attention to monitoring mental wellness and physical health conditions. The five-year (2019-2024) unit CAGR for the wearables market is 24.3% and reaching \$931.5 million, and the five-year end-user spending CAGR is 18.8% and reaching \$109 billion in 2024.

This document will help you understand the market trends, competitive landscape and growth opportunities within the devices and wearable electronics marketplace.

This presentation includes excerpts from Gartner research published within the last 12 months to highlight the market trends, competitive landscape and growth opportunities within the devices and wearables marketplace.

## Recommended by the Authors

[Market Definitions and Methodology: PCs, Ultramobiles and Mobile Phones](#)

[Market Definitions and Methodology: Wearable Electronic Devices](#)

[Market Share: PCs, Ultramobiles and Mobile Phones, All Countries, 1Q21 Update](#)

[Market Share: PC, Ultramobile and Mobile Phone ASPs, 1Q21 Update](#)

[Forecast: PCs, Ultramobiles and Mobile Phones, Worldwide, 2019-2025, 2Q21 Update](#)

[Market Impact: Gaming PCs Redirect to New Realities With Consumer Demand Surge and Higher](#)

[Performing Chipsets](#)

[Market Trends: Post-Pandemic, Hardware Sales Channels Will Be Redefined](#)

[Market Trends: Reinvigorate Wearable Devices by Reinventing NFC and eSIM Technologies](#)

[Forecast: Remote and Hybrid Workers, Worldwide](#)

## Document Revision History

Scenarios for the Devices Marketplace, 2020 - 28 September 2020

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