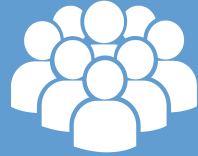


Wearables Market Overview

Fitness wearable category is saturated
with **215 devices** on the market



Wrist wearables **maximum** price:
\$2,495



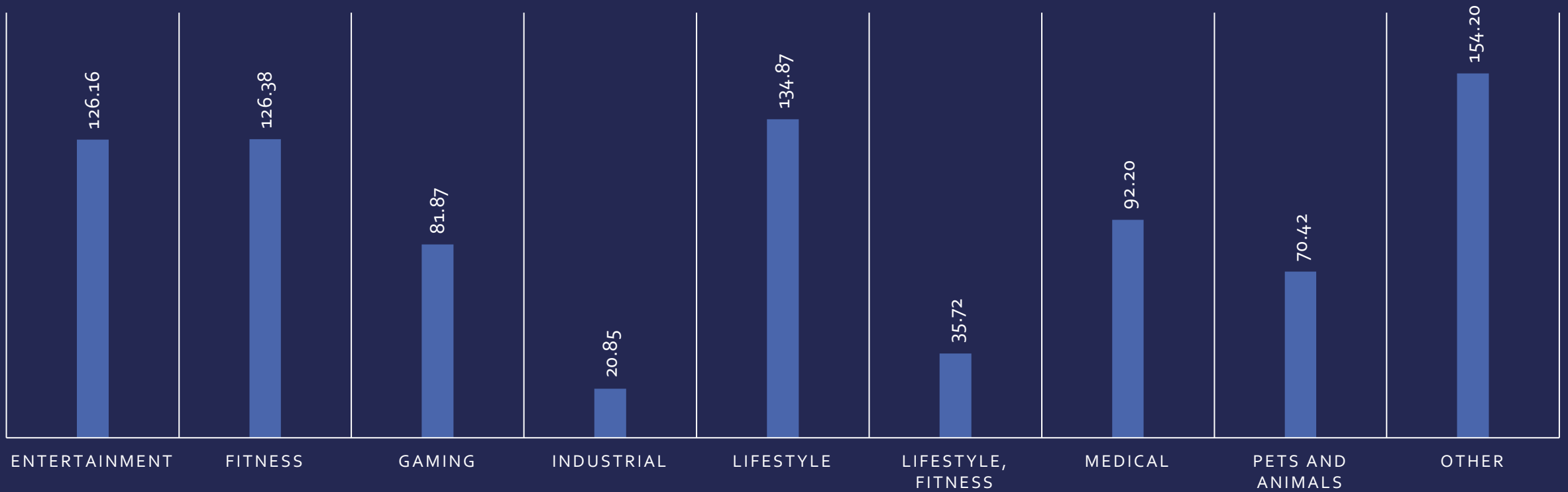
Average price for **wearable**
device: **\$126**



Median price for **fitness** wearable:
\$80

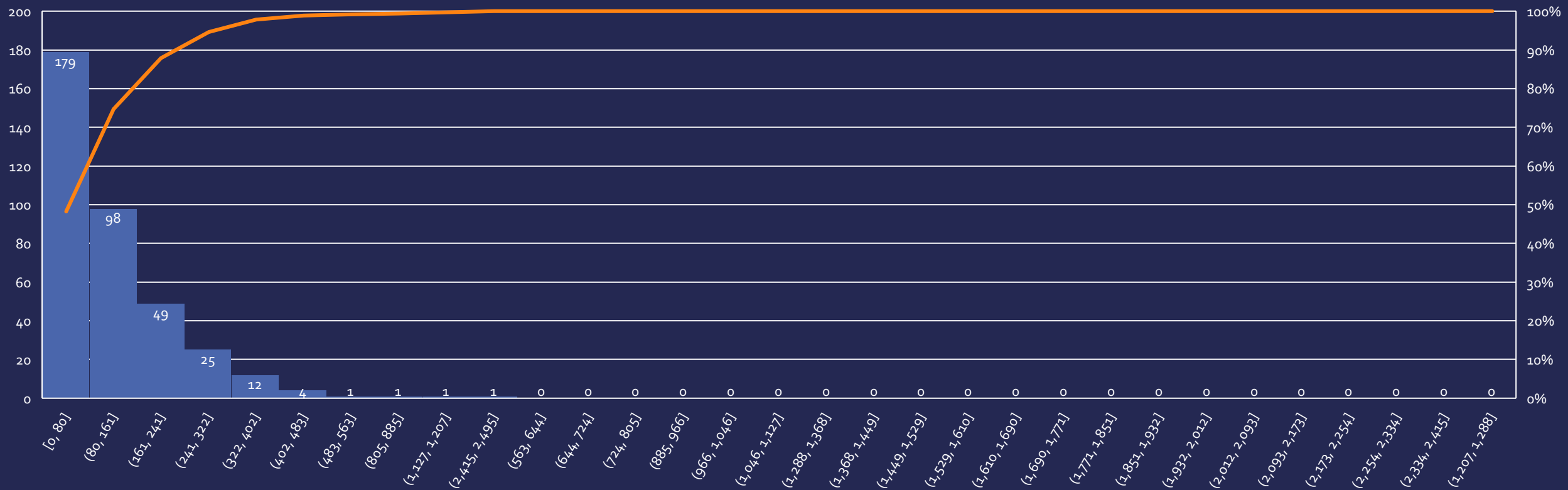


*Refer to slide 5 for data limitations
*Refer to notes for data conclusion process



Category Price Average Bar Chart

- **Conclusion: The other category averages the highest price**
- *Note 1: 212 of 582 (36.5%) wearables had blank prices as the data was obtained from Amazon and thus the prices and categories were not included in the bar chart above
- *Note 2: 10 of 370 (2.7%) wearable items have no assigned category and were thus grouped into an "Other" group
- Refer to slide 5 for data limitations



Price Histogram Chart

- **Conclusion: The skew of the distribution is to the right due to most wearable prices are between \$0-\$500**
- *Note 1: 212 of 582 (36.5%) wearables had blank prices as the data was obtained from Amazon and thus the prices and categories were not included in the bar chart above
- Refer to slide 5 for data limitations

Why is big tech concerned with wearables?

- Wearables provide big data health insights from even casual users as privacy concerns arise.



2009 Fitbit founded

Fitbit, a widely popular wearable IPO'd in 2015 only to be acquired by Google in 2021 amid antitrust concerns.

2015 – Apple Watch Release

Even at a premium price tag, privacy still takes a backseat years after the Apple Watch has been released.



Health Big Data Insights for sale



July 2020 – Garmin Hack

Garmin services and production go down after ransomware attack. During the outage, stock fell from \$102 to \$94 per share.

August 2020 – Amazon Halo Release

Feb 2021 – Haven, the healthcare venture backed by Amazon, Berkshire Hathaway and JPMorgan Chase & Co. ends independent operations.



Additional Data Attribute & Data Limitations

Additional Data Attribute: Quantity of wearable devices sold over time

- Understanding of trends by:
 - Category selling price point
 - Market share
 - Brand
 - Body location
- With layered knowledge, one can interpret data and even have insight to drive decisions
- Google strategically acquired Fitbit in January 2021 to gain even more of the wearables market share with existing Android wearables

Limited point in time data collection

- Data limitations:
 - No Amazon prices collected
 - Only Google Results data collected
 - Raw data not complete
- Point in time limitations
 - Large and new market players such as Apple Watch and Amazon Halo not included in data