



Exploring perceptions of wearable devices and identifying future opportunities

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The business challenge.

Our client, an international technology corporation, wanted to explore attitudes towards wearable health devices in six key strategic markets, as well as understand what potential market opportunities. Findings from the research would be used to feed into the development of our clients' future strategy for wearable health devices.

Our approach.

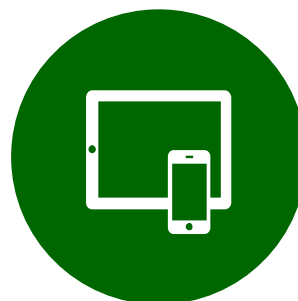
In order to maximise our sample and deliver robust market level results we used an online survey methodology which utilised our extensive panel access in these markets, and overcame the inherent geographical challenges of each market.

Our sample was split between consumers and HCPs in order to understand the varying perspectives of key stakeholders and intended end users across each market.

Healthcare professionals



Consumers



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The outcome.

The results from our research identified positive attitudes among both HCPs and consumers for wearable health devices. In addition to this some important barriers were brought to light in certain markets that our client was able to incorporate into their future strategy considerations.

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