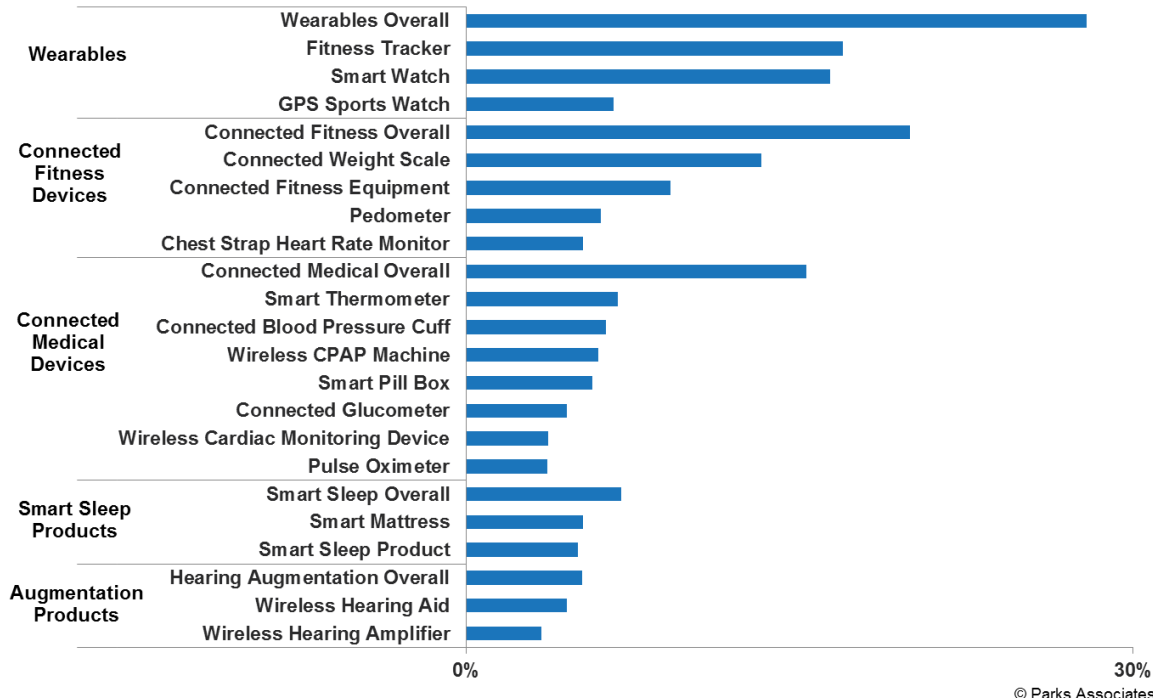


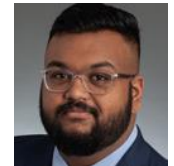
Adoption of Connected Health Products US Broadband Households



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SYNOPSIS

As consumers integrate connected devices and services more deeply into their lifestyles, they bring the same expectation and desire to their health and wellbeing. This research quantifies the adoption and use of consumer wearables and other connected wellness devices, examines the impact that COVID-19 has had on wearables demand and adoption, and looks at the market for new use cases for wearables such as location monitoring, senior care and emergency response, and telehealth.

ANALYST INSIGHT

“The boom in telehealth service usage has resulted in consumers becoming more familiar with and interested in all types of telehealth services, including services that allow them to share data from medical devices in their homes. Consumers who already own connected medical devices and wearables are particularly likely to find these solutions appealing.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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Wearables and Health Device Purchases and Purchase Intentions; Interest in New Use Cases

- High Intention to Purchase Connected Medical Devices in Next 12 Months (Q2/20)
- High Intentions to Purchase Wearables in Next 12 Months (Q2/20)
- Wearable Ownership vs. Purchases During COVID-19 Pandemic (Q2/20)
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Appendix



Connected Health, Wearables, and Fitness

SERVICE:
WELLNESS AND
INDEPENDENT
LIVING

3Q 2020

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