



# Smart devices: worldwide trends and forecasts 2019– 2024



Inigo Barker and Stefano Porto Bonacci



# About this report

This report provides:

- a 5-year forecast of the installed base of 5 key smart device types (smart glasses, smart speakers, smart bands, smart watches and virtual reality (VR) headsets), by region and country (60 countries in total)
- an overview of the main trends, drivers and forecast assumptions for each smart device category.

This is a unique data set based on a new methodology developed by our expert analysts. We relied on information that is publicly available as well as proprietary data sets including our *Connected Consumer Survey* and our regional and European forecasts.

## WHO SHOULD READ THIS REPORT

- Telecoms operators that are searching for new revenue sources and/or are interested in partnering with smart devices producers or in launching their own smart device propositions.
- Telecoms operators' commercial, marketing and strategy teams.
- Strategy teams, executives and investors involved in equipment-selling strategies and partnerships with vendors.
- Vendors of smart devices.
- Industry analysts.

GEOGRAPHICAL COVERAGE	KEY METRICS
<ul style="list-style-type: none"><li>▪ <b>North America (NA):</b> Canada, USA</li><li>▪ <b>Latin America (LATAM):</b> Argentina, Brazil and Mexico</li><li>▪ <b>Western Europe (WE):</b> Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK</li><li>▪ <b>Central and Eastern Europe:</b> Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Montenegro, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey and Ukraine</li><li>▪ <b>Developed Asia–Pacific (DVAP):</b> Australia, Hong Kong, Japan, New Zealand, Singapore, South Korea and Taiwan</li><li>▪ <b>Emerging Asia–Pacific (EMAP):</b> China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam</li><li>▪ <b>Middle East and North Africa (MENA):</b> Morocco, Oman, Qatar, Saudi Arabia and United Arab Emirates</li><li>▪ <b>Sub-Saharan Africa (SSA):</b> Ghana, Kenya, Nigeria and South Africa</li></ul>	<ul style="list-style-type: none"><li>▪ Installed base</li><li>▪ Population penetration</li><li>▪ Household penetration</li></ul>

# Contents

## **5. Executive summary**

### **6. Executive summary**

## **7. Smart device definition**

### **8. Smart devices: an overview**

## **9. Worldwide trends and forecasts**

### **10. The smart device installed base in North America will grow the fastest, and the smart device population penetration in this region will be the highest**

### **11. The take-up of smart speakers and watches will grow strongly in EMAP; smart bands will emerge as the most popular device type in SSA**

## **12. Smart glasses**

### **13. Smart glasses: 5G infrastructure roll-outs will boost both the supply of and demand for smart glasses**

## **14. Smart speakers**

### **15. Smart speakers: the launch of devices that support new languages will accelerate penetration growth from 2020 onwards**

## **16. Smart bands**

### **17. Smart bands: the worldwide installed base of smart bands is expected to peak in 2020, but low price points will prevent it from decreasing significantly**

## **18. Smart watches**

### **19. Smart watches: the installed base of smart watches will grow robustly due to the migration from smart bands and enhancements to functionality and performance**

## **20. Virtual reality headsets**

### **21. Virtual reality headsets: the penetration of VR headsets will grow as the number of use cases expands beyond gaming**

## **22. Forecast methodology and assumptions**

### **23. Main forecast input drivers**

## **24. About the authors and Analysys Mason**

### **25. About the authors**

### **26. Analysys Mason's consulting and research are uniquely positioned**

### **27. Research from Analysys Mason**

### **28. Consulting from Analysys Mason**

## List of figures

Figure 1: Smart device installed base, by category, worldwide, 2014–2024

Figure 2: Smart devices definitions

Figure 3: Smart device installed base, by category, North America, 2014–2024

Figure 4: Smart device installed base, by category, Western Europe, 2014–2024

Figure 5: Smart device installed base, by category, Latin America, 2014–2024

Figure 6: Smart device installed base, by category, Central and Eastern Europe, 2014–2024

Figure 7: Smart device installed, by category, developed Asia–Pacific, 2014–2024

Figure 8: Smart device installed base, by category, Middle East and North Africa, 2014–2024

Figure 9: Smart device installed base, by category, emerging Asia–Pacific, 2014–2024

Figure 10: Smart device installed base, by category, Sub-Saharan Africa, 2014–2024

Figure 11: Smart glasses installed base and population penetration, by region, worldwide, 2014–2024

Figure 12: Smart speaker installed base and household penetration, by region, worldwide, 2014–2024

Figure 13: Smart band installed base and population penetration, by region, worldwide, 2014–2024

Figure 14: Smart watch installed base and population penetration, by region, worldwide, 2014–2024

Figure 15: VR headset installed base and population penetration, by region, worldwide, 2014–2024

## Smart devices: an overview

Figure 2: Smart devices definitions<sup>1</sup>

Device	Definition	Primary use cases	Price range (2019)	Launch date of first device	List of main producers
Smart glasses	Computerised eyeglasses that often display information for the user and/or have a built-in “smart speaker”.	Everyday general use, sports (especially high-intensity sports such as running), audio content consumption, communications and smart home control.	USD139–USD999	2014 (B2C)	Amazon, Bose, Epson, Google, Jine Meme, Meta, Osterhout Group, Vuzix and WISEUP.
Smart speakers	Speakers/displays that enable voice interaction between users and a built-in digital assistant. They typically connect to home broadband. In-car smart speakers that are not ordinarily sold B2C on a standalone basis are excluded.	In-home use: smart home control, e-commerce, search, audio and video content consumption and communications.	USD19.99–USD299	2017	Alibaba, Amazon, Anker, Apple, Audio Pro, Baidu, Bose, Facebook, Google, Harman, JBL, Klipsch, Lenovo, LG, Marshall, Microsoft, Onkyo, Polaroid, Pure, Samsung, Sonos, Sony and Tencent.
Smart bands	Uni-purpose wrist-based wearables. They record data but do not run third-party apps.	Sports, health and wellbeing and tracking (of children and the elderly).	USD15–USD100	2007	Aidiado, Basecamp, Docooler, Fitbit, Garmin, Gute, Huawei, LETSCOM, Letsfit, Samsung, SKYGRAND, Sony, Umidigi, Wilful, Xiaomi and Yamay.
Smart watches	Multi-purpose wrist-based wearables capable of running third-party apps. They are sometimes/often LTE-enabled.	Sports, health and wellbeing, tracking (of children and the elderly), content consumption, communications and smart home control.	USD150–USD800	2013	Apple, BBK, LVMH (Bulgari), Fitbit, Fossil, Garmin, Huawei, LG, Montblanc, Samsung, Sony, Swatch and TAG Heuer.
VR headsets	Head-worn apparatus that covers the eyes and enables an immersive 3D experience.	Gaming, video content consumption and social media communications.	USD15–USD1000	2016	Acer, BOBOVR, Canbor, Dell, Facebook (Oculus), Gearson, Google, HP, HTC, Magic Leap, Microsoft, Nreal, Sony and Zeiss.

<sup>1</sup> Some device types (for example, VR headsets and smart glasses) have existed in a less-developed form for some years. Our forecast excludes these previous generations of devices that failed to reach more than a very niche section of the market.

## The smart device installed base in North America will grow the fastest, and the smart device population penetration in this region will be the highest

Figure 3: Smart device installed base, by category, North America, 2014–2024

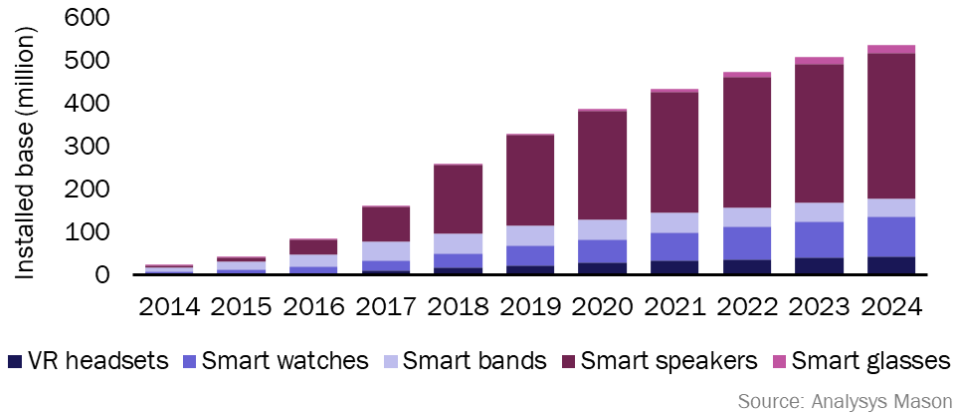


Figure 5: Smart device installed base, by category, Latin America, 2014–2024

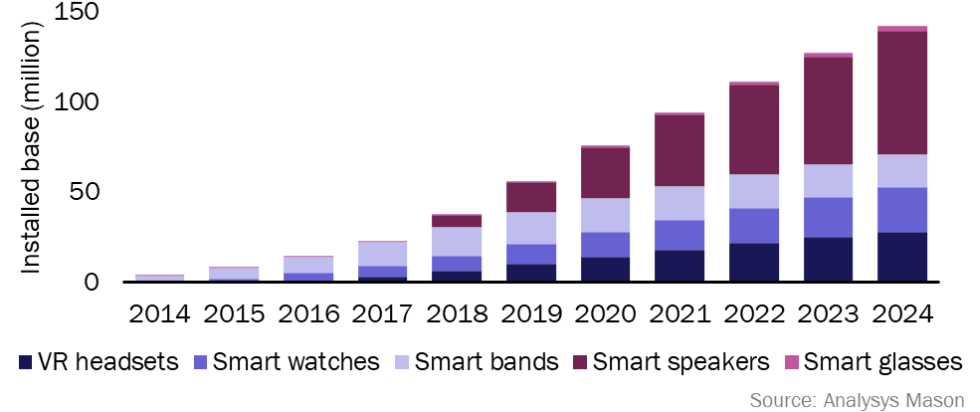


Figure 4: Smart device installed base, by category, Western Europe, 2014–2024

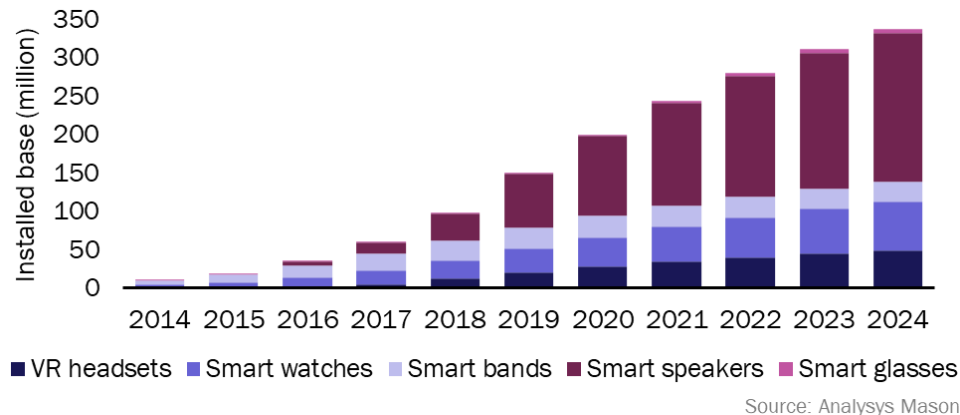
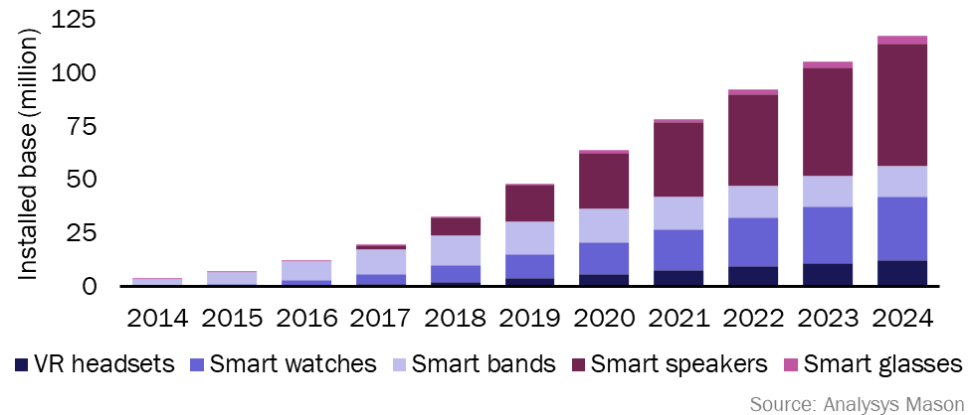


Figure 6: Smart device installed base, by category, Central and Eastern Europe, 2014–2024





## Contents



Executive summary

Smart device definition

Worldwide trends and forecasts

Smart glasses

Smart speakers

Smart bands

Smart watches

Virtual reality headsets

Forecast methodology and assumptions

**About the authors and Analysys Mason**

## About the authors



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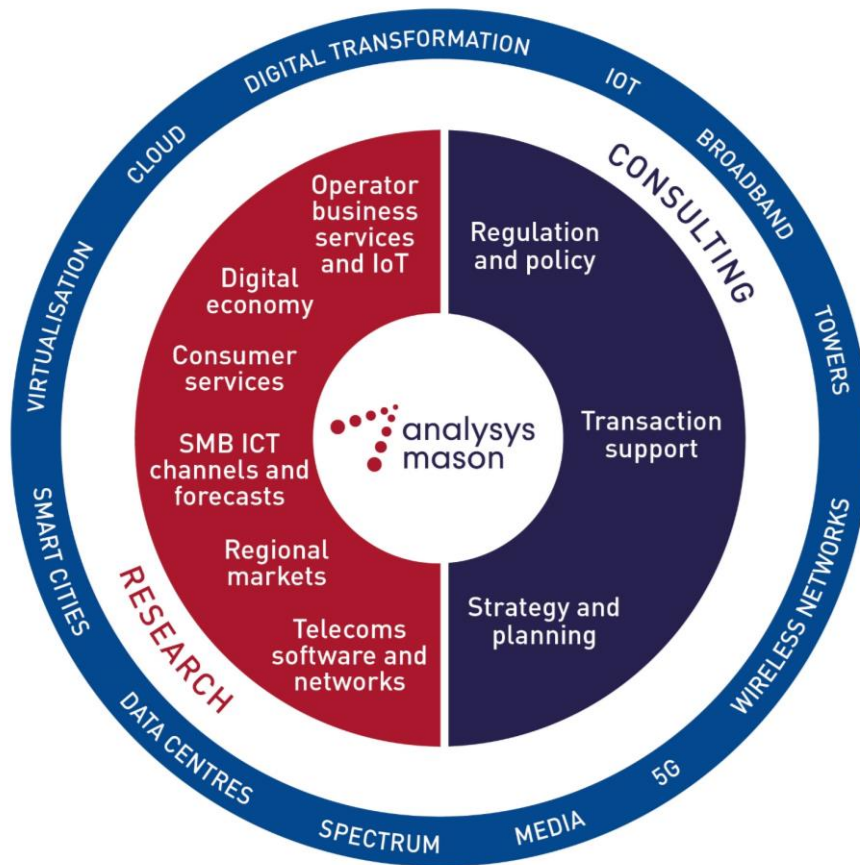


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