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RESEARCH REPORT

Consumer HealthTech

Introduction

Ever since the first wearable fitness device was introduced into the consumer marketplace in 2006 (by Nike, with a tracker embedded in a shoe that measured time, distance, pace, and calories burned), both the usage and variety of consumer health technology products has increased dramatically. Between 2020 and 2021, US consumers doubled their use of wearable healthcare devices, and the global wearable biosensors market grew from $150 million in 2016 to $25 billion in 2021.

Given the enthusiastic growth of health technology products, especially during COVID and now post-COVID times, alongside the potential value that these data hold for the healthcare industry, the Cognitive Sciences research team at AnalyticsIQ conducted a large nationwide survey of US consumers in spring of 2022 to assess their consumer health technology usage.

After completing an informed consent, participants provided basic demographic information (age, gender, ethnicity, etc.) , and then responded to our consumer health technology question battery. Of primary interest were participants' recent usage of consumer health technology over the last six months, the types they had used (e.g., smartwatches, smart workout equipment, at-home testing kits, health monitors), the brands they had purchased (e.g., Apple, Fitbit, Peloton), and how often they utilized each of the technologies (e.g., daily, weekly). Once participants completed the survey, they were thanked and compensated for their time.

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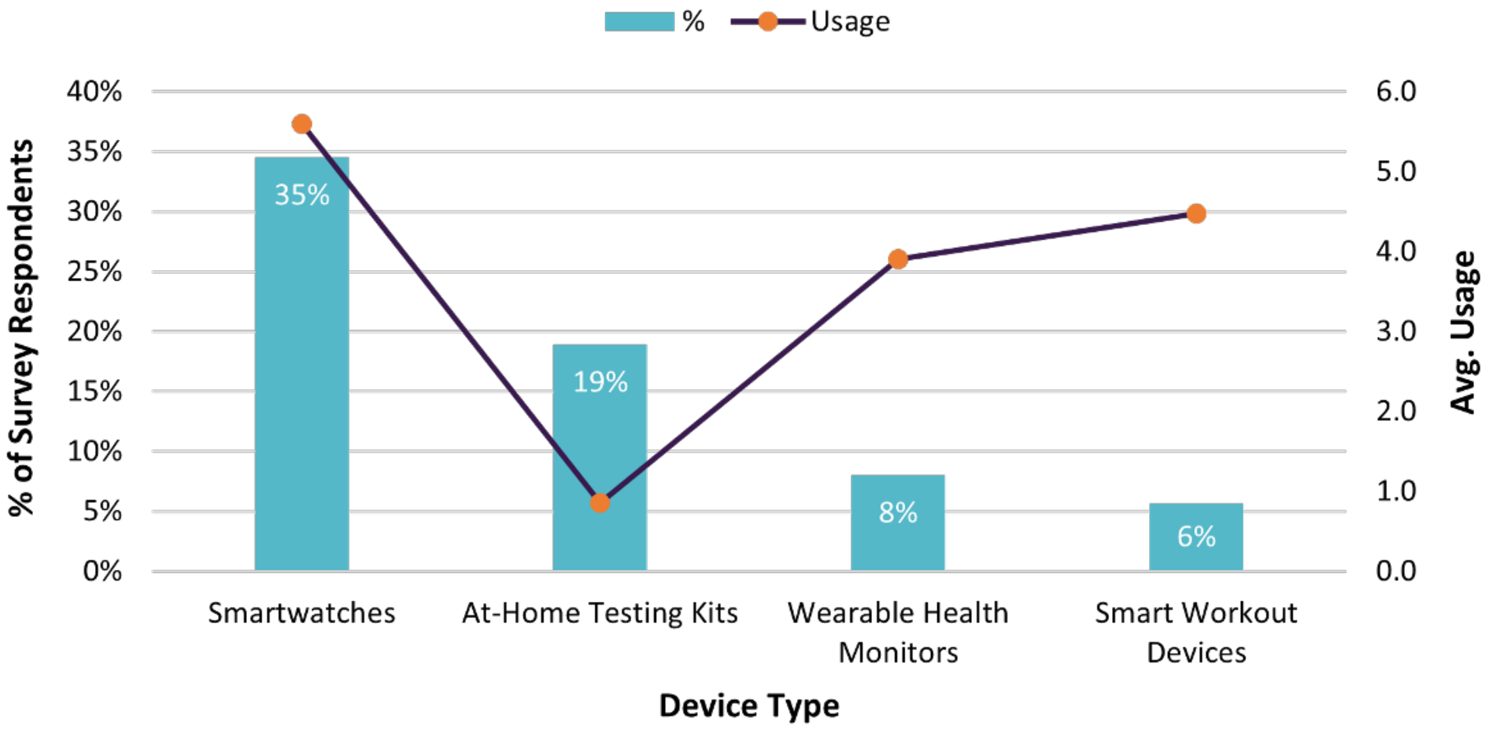
Popularity and Usage of Consumer Health Technology

Smartwatches are the most popular and frequently used consumer health technology product



Graph 1. Just under half of the sample (46%) reported using at least one type of consumer health technology. Smartwatches dominated the consumer health technology landscape, representing 35% of consumer health tech users. Whereas almost 20% of health tech users reported purchasing at-home testing kits (e.g., Covid, DNA), and less than 10% reported using wearable health monitors (e.g., ECG, blood pressure) or smart workout equipment (e.g., smart stationary bike). See Graph 1.

Device usage, which was measured on a 1-6 Likert scale (1 = a few times a year, 6 = everyday), was greatest overall for smartwatches, followed by wearable health monitors and smart workout devices. The majority of smartwatch users reported daily usage, whereas wearable health monitors and smart workout devices were typically utilized on a weekly basis. By nature, at-home testing kits were accessed least often as most respondents said they were used on an "as needed" basis only.

NOTE: We also surveyed people on their use of automatic pill dispensers and mobility or home care devices (e.g., chair lift), but were omitted from reporting due to low sample size.

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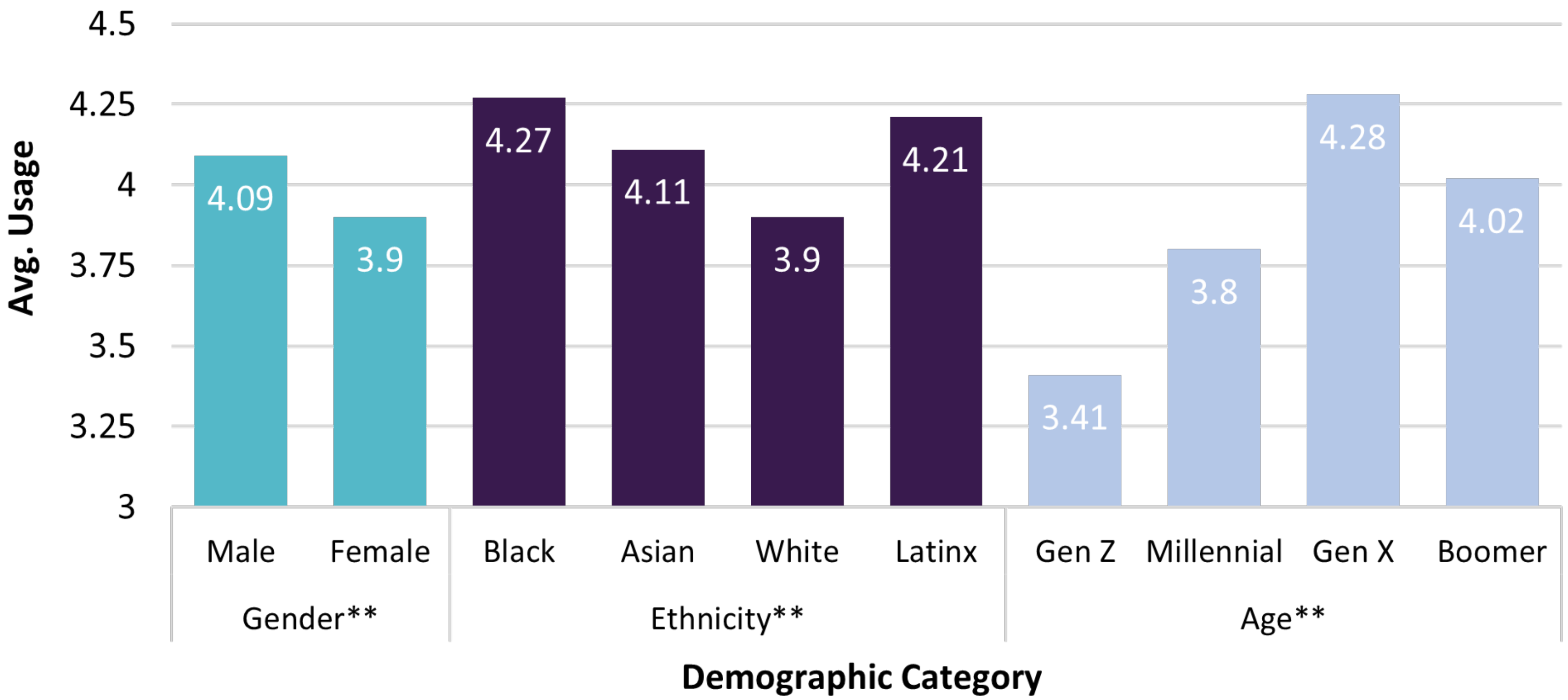
Consumer Health Tech Usage by Demographics

Overall, Males, Black and Latinx folks, and Gen Xers use consumer health tech most often



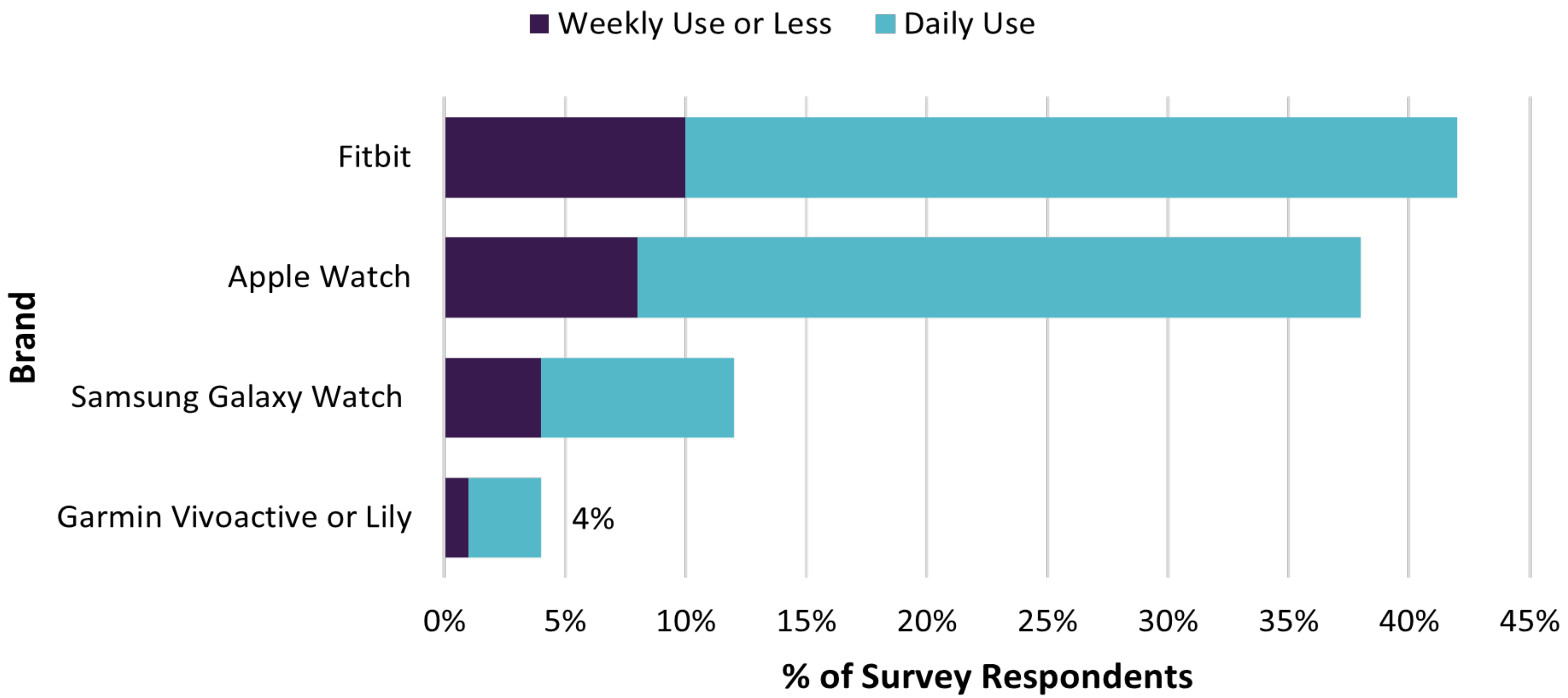
Graph 2. Overall, we found that men reported more frequent consumer health technology usage than women. Black and Latinx groups reported highest usage of all ethnicities surveyed, and Gen Xers reported usage significantly greater than all other age groups.

These data are somewhat counter to previous research which found that, 1) consumer health tech usage was highest among White individuals, and 2) that women access these technologies more than men. Because this particular market has grown so dramatically over the last three years, and new types of consumer health technologies have also emerged in the marketplace, notwithstanding any unique variation in sampling methods, our data suggest a shifting marketplace alongside evolving consumer health technology needs.

*** indicates statistical significance at p<.01.*

Smartwatch Brand Usage

Fitbit and Apple Watch are the most popular smartwatch brands of those surveyed, and are largely used on a daily basis



Graph 3. Among smartwatch users, Fitbit (42%) and Apple Watch (38%) were the most popular smartwatch brands, by far, followed by Samsung Galaxy Watch and Garmin Vivoactive. Apple Watch users reported the greatest proportion of daily usage (80%) relative to all brands surveys.

Note: Additional brands (e.g., Bellabeat Ivy, Oura Ring, Whoop Strap) were included in the survey, but were omitted from reporting due to low sample size.

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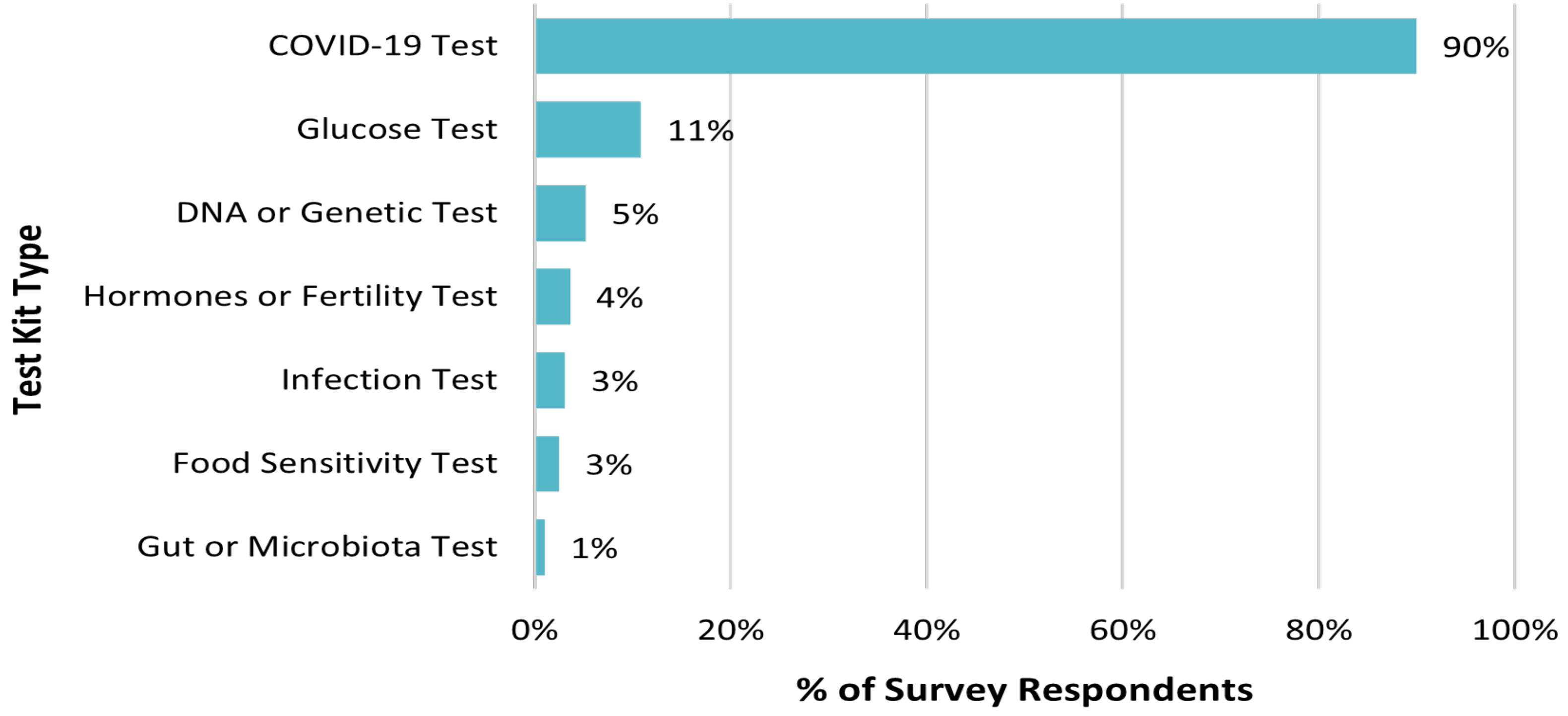
At-Home Testing Kits

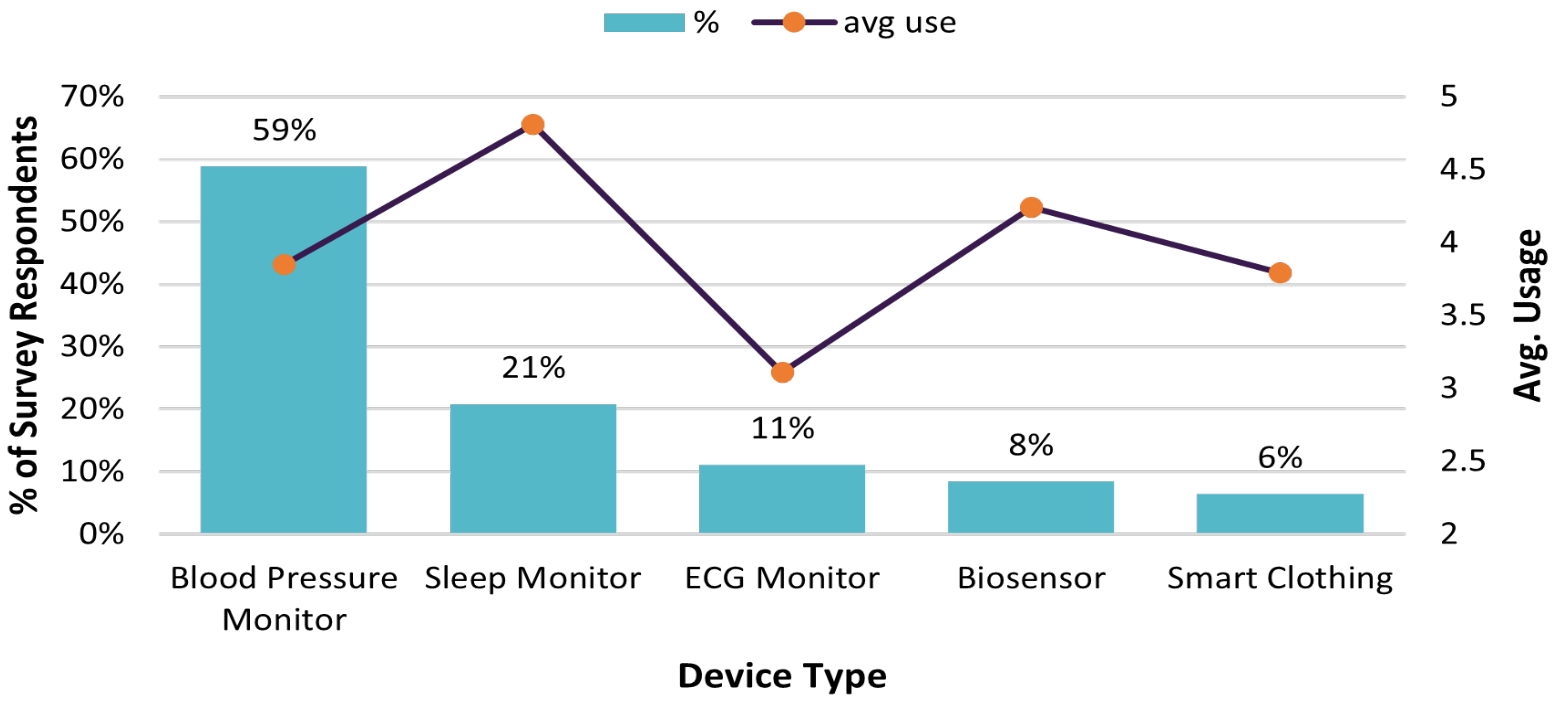
COVID-19 tests dominate the at-home test kit market and usage was on an "as-needed" basis for almost all test types



Graph 4. Among those who reported using an at-home test in the last six months, the vast majority of respondents (90%) reported using one or more COVID-19 tests. Usage across all categories was almost exclusively on an "as needed" basis, with the exception of Glucose tests. Here, we see just under half the sample reporting daily usage (~47%).

Wearable Health Monitors

Blood pressure monitors are the most popular type of wearable monitor, but sleep monitors are the most frequently used



Graph 5. Among wearable health devices, blood pressure monitors were the most popular (59%), followed by sleep and ECG monitors, and finally biosensors and smart clothing items. Usage across device types varied considerably, with sleep monitors used most frequently, followed closely by biosensors and blood pressure monitors.

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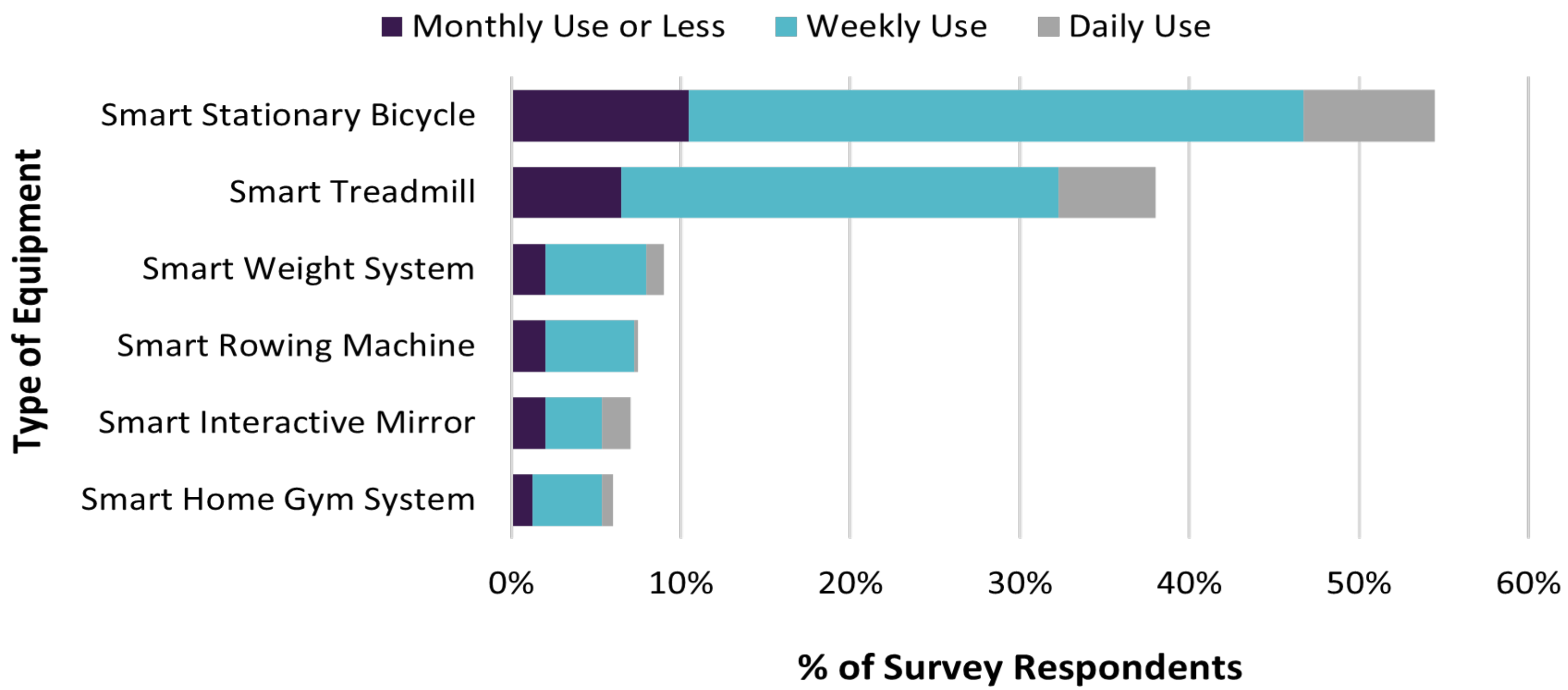
Smart Workout Technology

Smart stationary bikes and treadmills are the most popular types of equipment, and most users reported weekly use



Graph 6. Although still niche among all other consumer health tech devices, smart workout equipment has gained considerable popularity since the pandemic. Among our survey respondents, smart stationary bikes and treadmills are the most popular, followed by smart weight systems, rowing magince, interactive mirrors, and home gym systems. Across all categories, weekly usage was the most common response.

Conclusions & Takeaways

- Broadly, we found that smartwatches were the most commonly used consumer health tech device of all those we surveyed, followed by at-home testing kits and smart workout equipment.
- Men reported using all types of devices more often than women.
- Gen Xers accessed these technologies more often than all other age groups.
- Self-reported Black and Latinx respondents reported using consumer health tech devices more often than White respondents.
- Day-to-day usage varied by device type with at-home testing kits being used least often, and smartwatches being used most often.
- In addition to targeting based on demographic and usage characteristics, consider segmenting individuals by appending predictive data points such as likelihood of being early adopters of technology, being in market for certain products, or possessing certain health needs.
- To our knowledge, this is the first report to measure consumer health technology usage across various devices types beyond smartwatches.

If you're interested in learning how AnalyticsIQ's predictive data can help you drive better outcomes and fuel personalized experiences, contact us today at **sales@analyticsiq.com**.

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