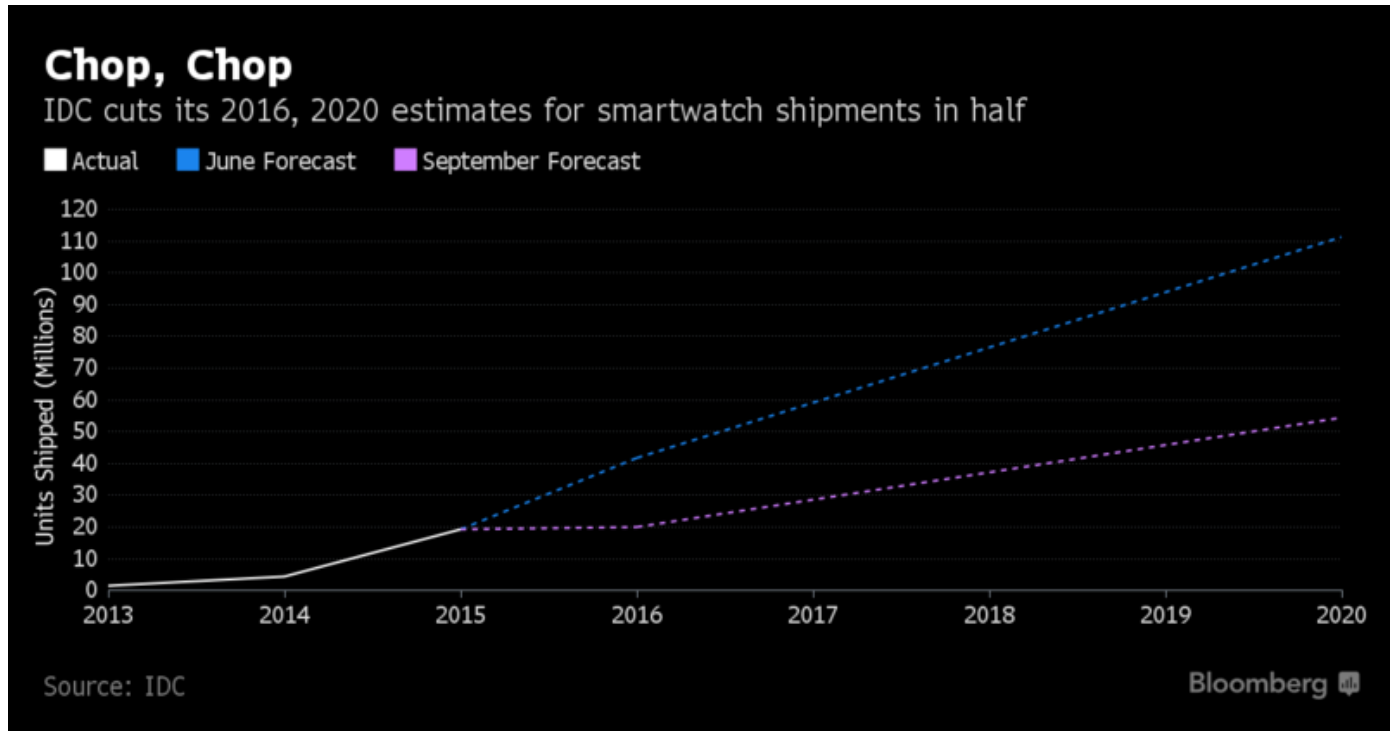


Smartwatch Prospects Sag as Consumers Favor Fitness Bands: Chart

by **Corinne Gretler**

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Smartwatch shipments are poised to increase at a slower pace than anticipated as consumers are more attracted to cheaper fitness trackers, according to Francisco Jeronimo, an analyst at IDC. While the wearables market still has growth potential, the market researcher has halved its estimates for smartwatch shipments for the current year and 2020. Smartwatch shipments amounted to 19.4 million last year.

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