

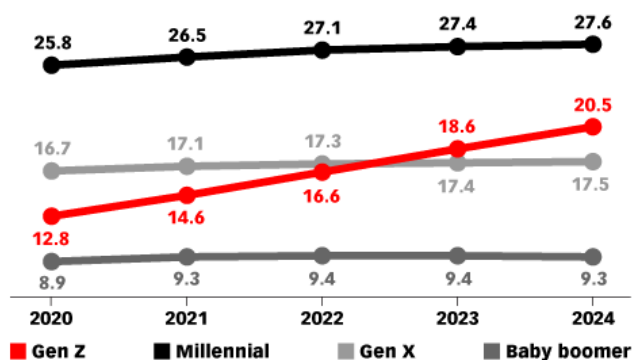
# Gen Z Is the Fastest-Growing Generation Among Smart Wearable Users

## ARTICLE |

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**A**s Gen Z consumers enter the workforce and earn more disposable income, we expect this group to adopt new technology, including the most recent smart wearable devices. This year, the number of Gen Z smart wearable users will grow by nearly 17% to 12.8 million.

## US Smart Wearable Users, by Generation, 2020-2024 millions



Note: individuals who wear accessories or clothing that have the ability to connect to the internet (via built-in connectivity or tethering) at least once per month; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964; must have features that can be used without being tethered to a smartphone, PC or other internet-connected device  
Source: eMarketer, Oct 2020

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While millennials will continue to lead the pack in terms of adoption, Gen Z is closing the gap, as adoption among the generation is growing the fastest. In fact, we expect Gen Z to surpass Gen X by 2023.

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