

How Many Millennials Use Wearables?

ARTICLE | **DECEMBER 17, 2018**

Lucy Koch

What Does Usage Look Like?

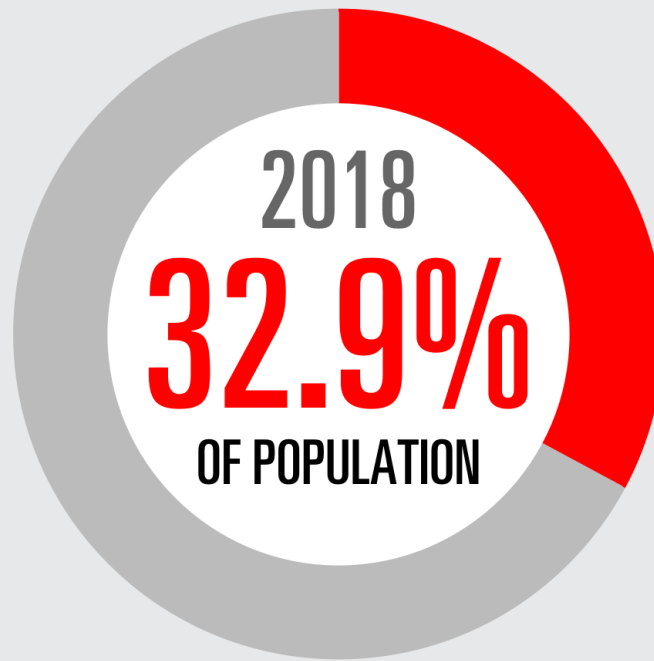
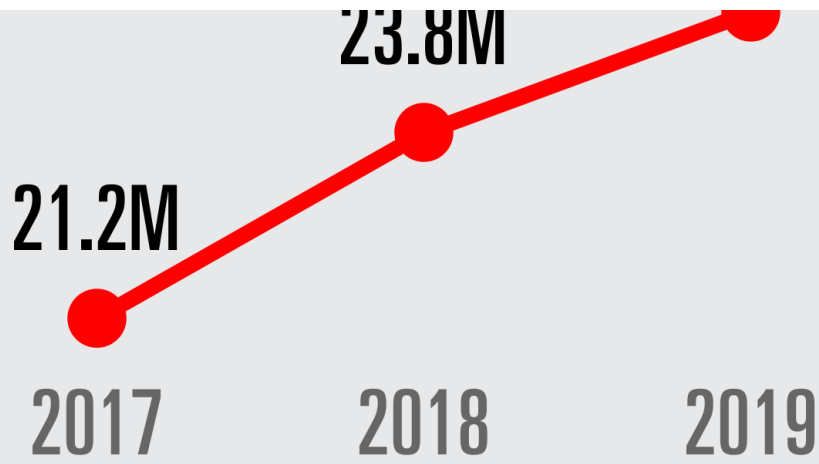
This year, 23.8 million US millennials will have used a wearable device at least once per month. That's roughly a third of the millennial population, according to our estimates.

We expect adoption to continue to increase steadily, reaching 28.9 million US millennials by 2022.

"Millennials, especially older ones, are the most likely age group to use wearables," said eMarketer forecasting analyst Cindy Liu. "This group has been the most involved in the emergence of the "Quantified Self" movement especially as it relates to fitness tracking."

How Many Millennials Are Using Wearables in the US?

25.5M



Note: at least once per month; individuals born between 1981 and 1996 who wear accessories or clothing embedded with electronics, software or sensors that have the ability to connect to the internet (via built-in connectivity or tethering), which in turn collects and exchanges data with a manufacturer, operator or other connected devices. Wearables include items such as activity trackers, smart bands, smart clothing, smart glasses, smart headphones, smartwatches and virtual reality headsets. The device must have features that can be used without being tethered to a smartphone, PC or other internet-connected device.

Source: eMarketer, October 2018



*This week, we're looking at wearable users. Each day, we'll delve into a different demographic and see what usage looks like across various age groups. Previously, we looked at **teens**. Next up, millennials.*

Smartwatches or Fitness Trackers?

Millennials are replacing their simple fitness trackers with more complex devices like smartwatches.

In 2019, [roughly half of wearable users age 18 and older will use a smartwatch](#), translating to 28.7 million adults.

"We can expect smartwatches to play a large role in wearables' growth among millennials," Liu said. "Standalone LTE connectivity is a major feature upgrade, and we expect to see more and more devices outfitted with this feature."

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