

## People Still Aren't Buying Smart Watches

Written by Benjamin "Zeus" Heide  
Wednesday, 27 December 2017 05:00 -

---

Wearable tech is a hard sell and it's been a long road for companies that are starting out. In fact, even companies that have a big name in the business are struggling. Growth of the wearable market is forecast to be down to single digits (in percentages) in 2019 as there is just no reason to have an expensive piece of technology that does nothing new. While I like the idea of Smart Watches, I don't use mine often enough to go shopping for a new one. I have a Pebble Steel and a Martian Notifier. I love them, but not enough to buy them again.

*"Other than early adopters, consumers have yet to find a reason to justify the cost of a smartwatch, which can sometimes cost as much as a smartphone," the eMarketer forecasting analyst Cindy Liu wrote in the report. "Instead, for this holiday season, we expect smart speakers to be the gift of choice for many tech enthusiasts, because of their lower price points."*

**Source:** [Business Insider](#)