




FASHIONTECH

Wearable Technology in the Fashion Market

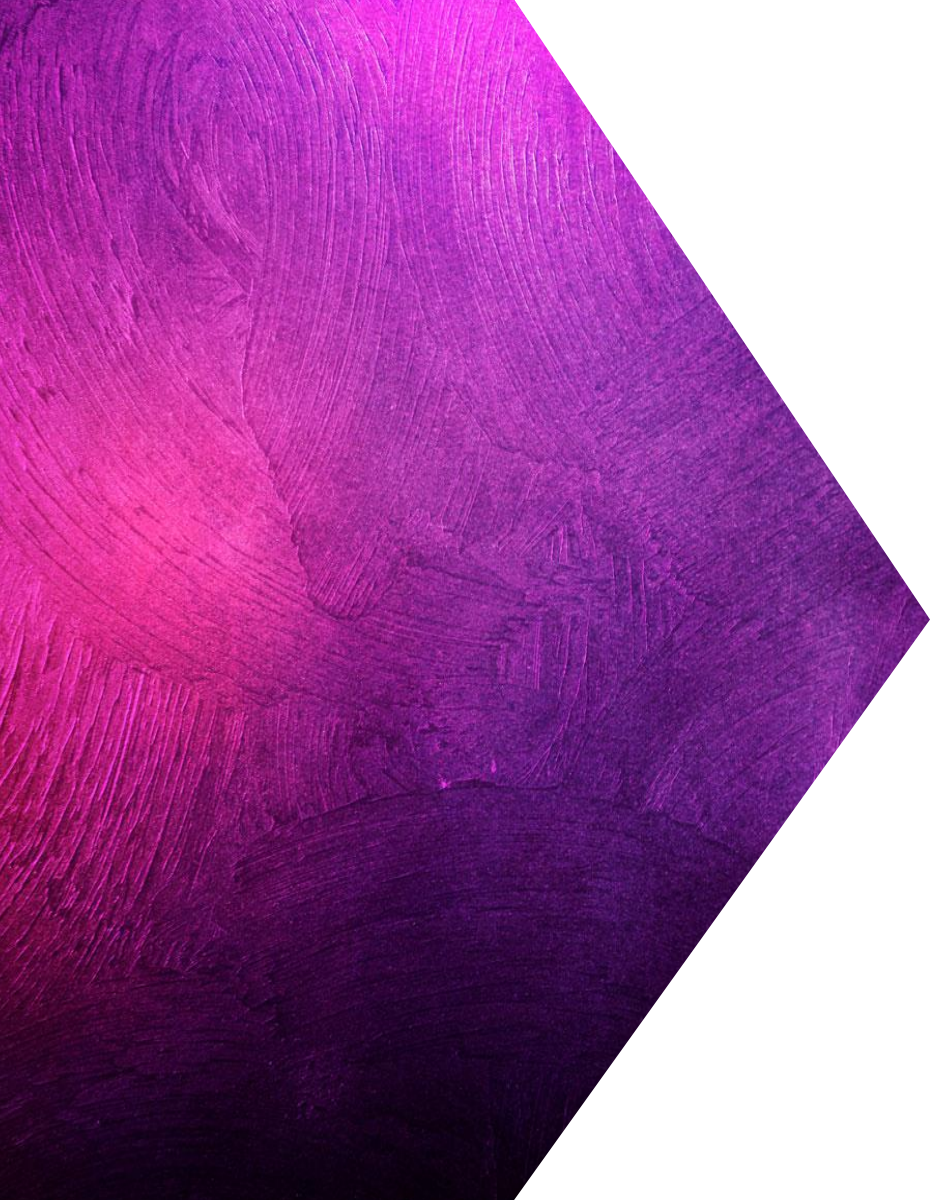
DX Transformation Technologies Perspectives
Online Presentation



APU IS A KNOWLEDGE-BASED CONSULTANCY COMPANY PROVIDING RESEARCH AND ANALYSIS, DATA, TECHNICAL AND BUSINESS ADVICE AND SERVICES, SOUGHT BY BUSINESS LEADERS AND STRATEGISTS, TO HELP THEM CAPTURE TOMORROW'S OPPORTUNITIES, TODAY.

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- Battery life and other factors that affect the product's functionality such as mechanical stress and pressures on material integrity through repeated washing, use, sweat and sunlight, which all provide challenges to the life of smart textiles.
- The ability to apply the sort of sensitive data that is collected. Concerns around the security and accountability of this data-gathering remain, which also impacts upon sustainability issues. Are these clothes recycled, and if so, how is the information they have registered managed and deleted?

Vainio, H. (n.d.). Women's User Experience in Wearable Technology.



CULTURAL CHALLENGES

- EXPENSE: 14% say that wearable tech is too expensive
- PRIVACY: 52% say that privacy is the biggest concern for wearables
- STYLE: 53% say that want wearable tech to be more stylish
- UTILITY: 51% say wearables lack compelling use cases

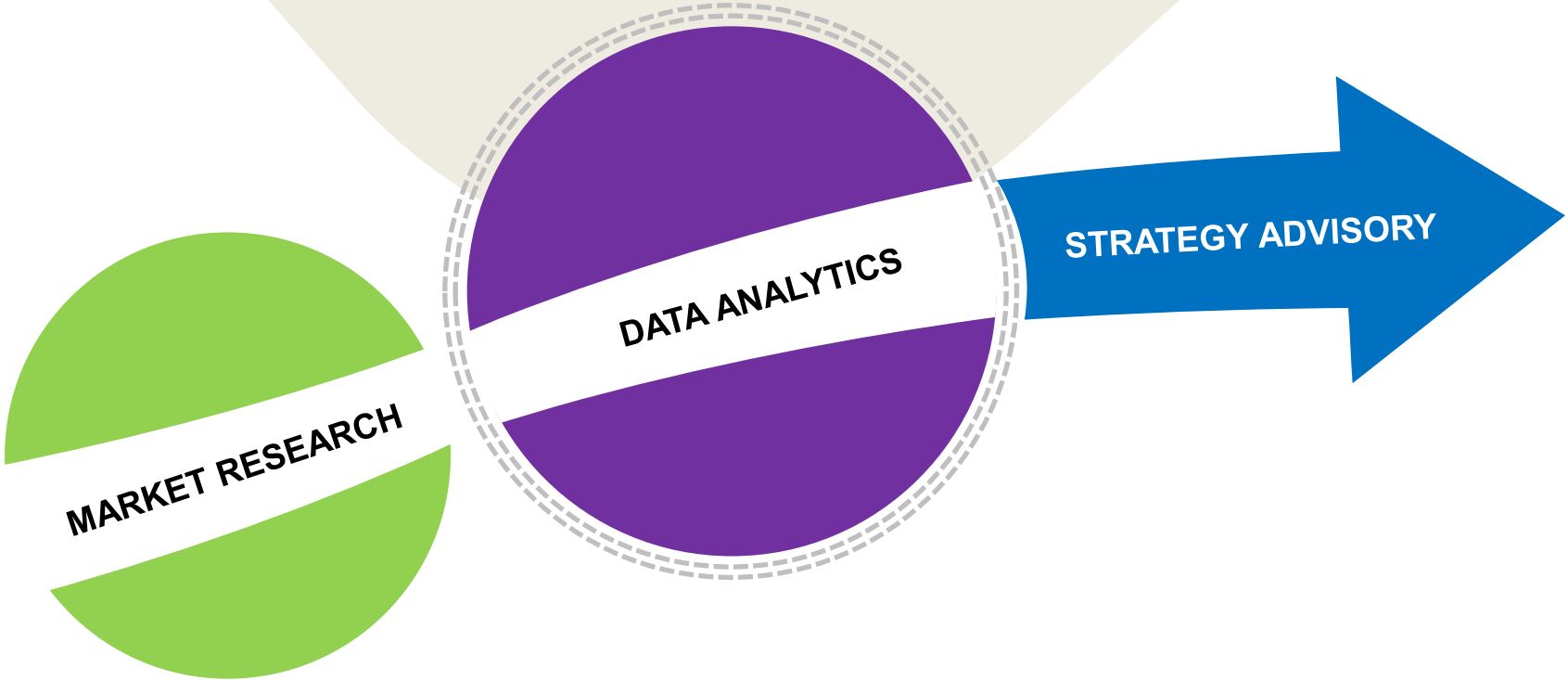
Hanuska, A., Chandramohan, B., Bellamy, L., Burke, P., Ramanathan, R., & Balakrishnan, V. Smart Clothing Market Analysis.

TECHNICAL CHALLENGES

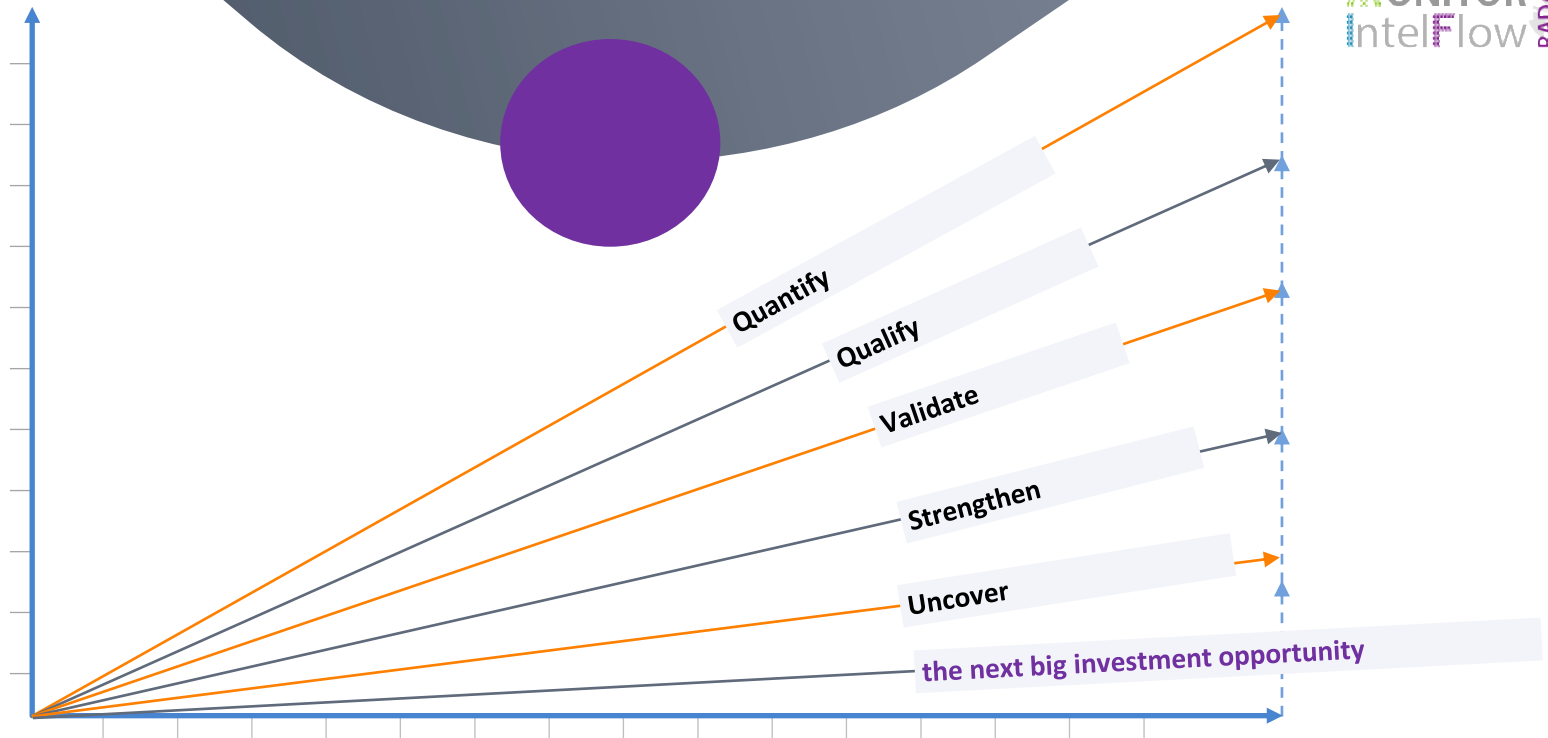
- PORTABILITY: Sensor size, energy source, and chargeability
- SENSORS: Recognizing user action and environment data
- CONNECTIVITY: Uploading data
- PRIVACY: Securing data
- STANDARDS: Normalizing data
- ANALYSIS: Mining data for insights

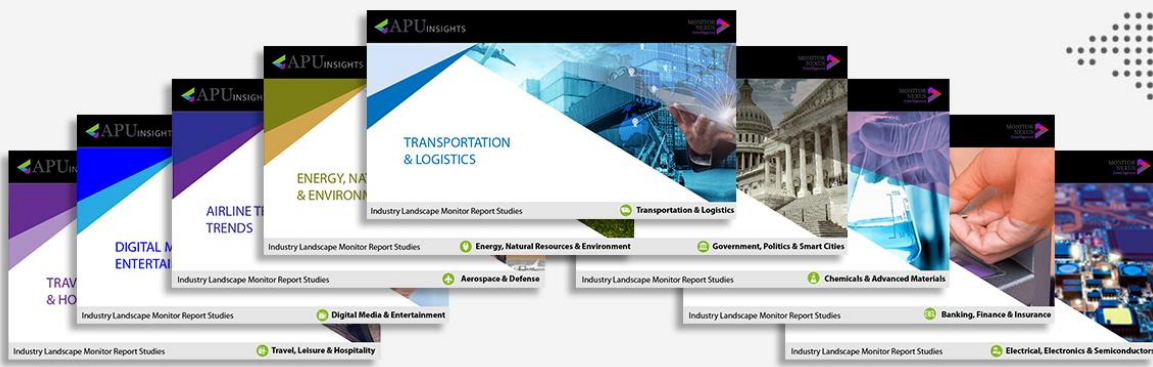
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INFORMED DECISION-MAKING > ACCELERATED PERFORMANCE



How can research move from a support function to a growth function





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Technologies and business functions, that deliver transformational outcomes for a demanding new digital world

6 Geographic Regions

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100+

Consulting projects till date

100+

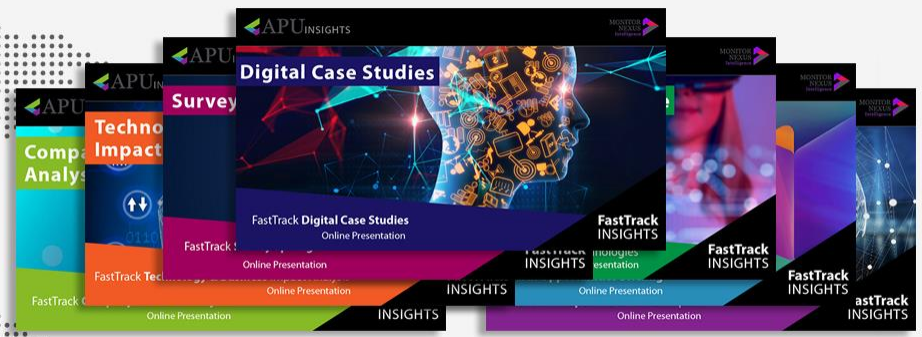
Association Networks - insights from relevant industry association members

12+

Years historic data

30000+

Datasets



INSIGHTS FOR STRATEGIC PLANNING & EXECUTION

Our research reports provide forward-thinking industry analysis around the changes in all areas, and a wide spectrum of market intelligence and data to all participants of this industry covering its entire value chain, on market sizes, revenues, product trends, price trends and regulations, competitive landscape, leading players profiles, key developments and strategies.

Our reports will help you understand the prevailing dynamics and future aspects of the industry, the forces of supply and demand and, and help you chart your game-changing strategy for tomorrow.

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We analyze recent industry and technology trends, including industry overviews, market segmentation data, market share and growth, including key drivers, business and regulatory challenges, opportunities to seize winning strategies, such as, emerging markets, drivers and inhibitors, in the context of current and future market scenarios.

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[Monitoring competitor activity including new product launches and strategic moves.](#)

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Our Risk Analysis and Global Outlook macro-level reports, are highlighting upcoming global industry trends. Assessing the national investment climate. Economic and demographic outlook data and analysis. Analysis on both population and labour force growth, skills and productivity outlook. Regulatory and logistical concerns when making an investment. They help in identifying actual and potential threats around the world and for our clients to better understand the implications for their organizations.

[We help consumer-facing companies to enter new or adjacent markets, as well as deliver results in current markets.](#)

Our industry and economics expertise allows us to bring sophisticated analysis to complex industry-based questions, and how these are shaping market expansion strategies and how businesses are adapting amid industry disruption, by mapping enterprise development and commercialisation in a rapidly emerging and growing new technology.

[Supporting senior management with strategic initiatives, M&A due diligence, demand forecasting and other strategic planning issues.](#)

Assisting leaders seeking to better understand the economic and business environments of global markets, through a blend of C-Suite Monitor briefings, and industry-focused analysis based on the latest data and in-depth analysis of industry trends.

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