

## **Wearables Weekly**

Compiled by Sarah Kunkle and Gillian Christie

August 24 – 28, 2015

## A Friendly Reminder:

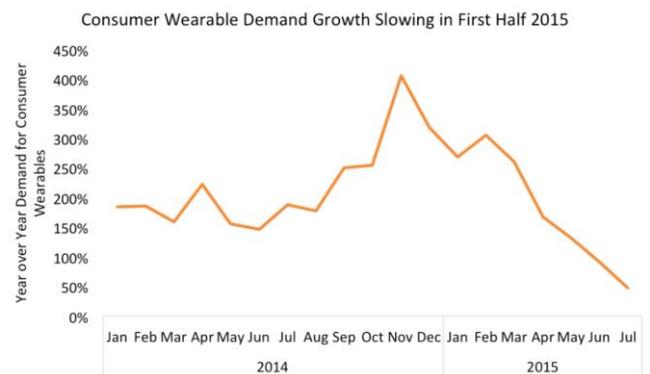
There are 45 days remaining to provide feedback on the **Vitality Institute's** [Guidelines for Personalized Health Technology](#)

Submit your comments [here](#) or email Gillian Christie at [gchristie@thevitalitygroup.com](mailto:gchristie@thevitalitygroup.com)

## Apple is #2 in Wearables, Just Short of Fitbit

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Over the past year, the wearables market globally has grown 223.2%, based on figures released in Q2 2015. In Q2 2015, 18.1 million wearables were shipped compared with 5.6 million in Q2 2014. Apple has emerged as the number two leader in the wearables market, closely following Fitbit. In Q2 2015, Apple shipped 3.6 million units (0.8 million units behind Fitbit's 4.4 million units).



### The Breakdown of Wearable Shipments

1. **Fitbit:** 4.4 million units shipped in Q2 2015 | 24.3% of the global market share | Up 159% from Q2 2014.
2. **Apple:** 3.6 million units shipped in Q2 2015 | 19.9% of the global market share | Unavailable Q2 2014.
3. **Xiaomi:** 3.1 million units shipped in Q2 2015 | 17.1% of the global market share | Unavailable Q2 2014.
4. **Garmin:** 700,000 units shipped in Q2 2015 | 3.9% of the global market share | Up 40% from Q2 2014.
5. **Samsung:** 600,000 units shipped in Q2 2015 | 3.3% global market share | Up 119% from Q2 2014.

Image: [Argus Insights Report](#): Consumer Wearable Demand 2014-July 2015.

## Chrono Therapeutics Receives \$2.3M Grant for Smoking Cessation Wearable

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The US National Cancer Institute (NCI) has awarded Chrono Therapeutics a grant of \$2.3M. The funding will be used to develop the digital components of their smoking cessation therapy offering as well as to conduct a clinical trial on the product. SmartStop, the company's flagship device, is a small adhesive pad that delivers nicotine to users at specific times. This is the second grant awarded to NCI, with the first one being \$2.23M in 2012. The company hopes to secure approval from the Food and Drug Administration in the US by 2017.



## The Unicorn Club

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Aileen Lee is known for popularizing the \$1 billion valuation metric for privately-held companies two years ago. She concluded that many start-ups that reach the \$1 billion valuation while remaining privately held were successful once going public. At the time, she termed these organizations “unicorns” because of their rarity in the marketplace. Since the popularization of the term, many start-ups have reached unicorn status (Uber and AirBnB being among the most well-known today). Now, there are approximately 131 start-ups that have reached unicorn

status, collectively worth \$485B. CB Insights, a research organization that uses data, algorithms, and predictive analytics to uncover insights in large datasets, conducted an analysis to determine which start-ups might be the next unicorns. Of the 50 companies profiled, approximately half were located in San Francisco/Silicon Valley, with 10 being international (primarily from China and India). The list includes a number of organizations related to health, including Collective Health (online health insurance), Flatiron Health (healthcare technology), and PillPack (online pharmacy). The full list can be viewed [here](#).

## Other Health Technology Headlines

[Can digital health trackers get you moving?](#)

[Meet the dark horse of the wearables market: Xiaomi Mi Band](#)

[The Wearables Market Is Exploding, And Apple Is Stealing The Show](#)

[Q&A: The Future of Wearables in Government](#)

[Have Wearables In Women's Health Reached A Turning Point?](#)

**We would be interested to receive your comments on our Weekly Wearables Newsletter!**

**Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at [gchristie@thevitalitygroup.com](mailto:gchristie@thevitalitygroup.com) with your feedback and suggestions.**