

My Analytics

Overview

'Self-quantification' is on the rise as more people measure their well-being on apps.

"Do I run better after a good night's sleep?"

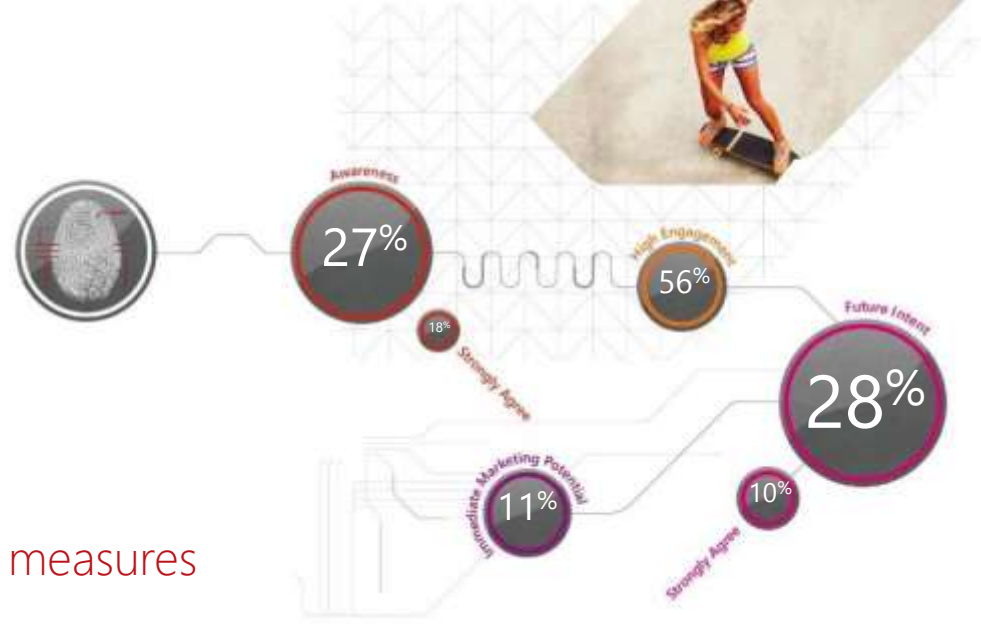
"Am I spending more money when I feel low?"

Why it's happening:

Consumers want to kick small bad habits and improve.

The Future:

IMS Research predicts 28% rise in fitness monitor sales by 2017.



Key data measures

Awareness

Younger demographics are used to being 'always on'. They are also more likely to pursue self-improvement goals.

Engagement

56% are highly engaged with the trend. 28% use digital devices and apps to track habits, activities and performance.

Future Intent

28% are interested in tracking their data using devices implanted into the body. Younger men are the most interested. However, 39% express little or no interest in engaging in a future of implants at all.

Marketing Potential

11% are more likely to buy a product or service from a brand that helps them improve their well-being.