

THE HEARTBEAT OF PROGRESS

International consumer study on personal health technology

September 2023



KEY RESULTS OF THE STUDY



Digital health technologies are **currently in the acceleration phase** – start-up funding is 10x up vs. 2015, new technologies are being tested (e.g., non-invasive glucose measurements), >80% of consumers interested.



Many consumers already track 4 or more of their personal health metrics – led by China and the US (67%, 60%) vs. Germany and UK (44%, 45%), **independently of gender and medical situation.**



As penetration rates (tracking 4+ metrics) are especially high among young and senior consumers and many tools are just recently gaining traction, **penetration will likely go up from ca. 50% to 70%** in the next 10 years.



Personal health **goes far beyond step tracking or blood pressure** – esp. more **advanced physical measures** such as skin analysis and body composition are fast gaining popularity.



Consumers still have concerns about digital health tools – largely focused around **reliability, data trustworthiness and the quality of personalized advice.**



For large **consumer and medical technology brands**, there is a clear chance to win in this market – as **consumers trust them far more** (50-60%) than the start-ups currently driving the market (32%).

JOINT STUDY BY GFU AND OLIVER WYMAN

Conducted in August 2023, the study surveyed 4,000 consumers online in Germany, UK, USA, and China.



PERSONAL HEALTH TECH MEASURES AND TRACKS BODY METRICS AND ACTIVITIES



Psychological tracking

- Mental health
- Mindfulness and meditation
- Sleep quality
- Hormones



Lifestyle tracking

- Water intake
- Food and nutrition intake
- Fitness tracking/step counting
- Ovulation



Medical tracking

- Skin analysis/mole detection
- Intake of medication
- Urine/stool analysis
- Emergency detection (e.g., falls)



Physical tracking

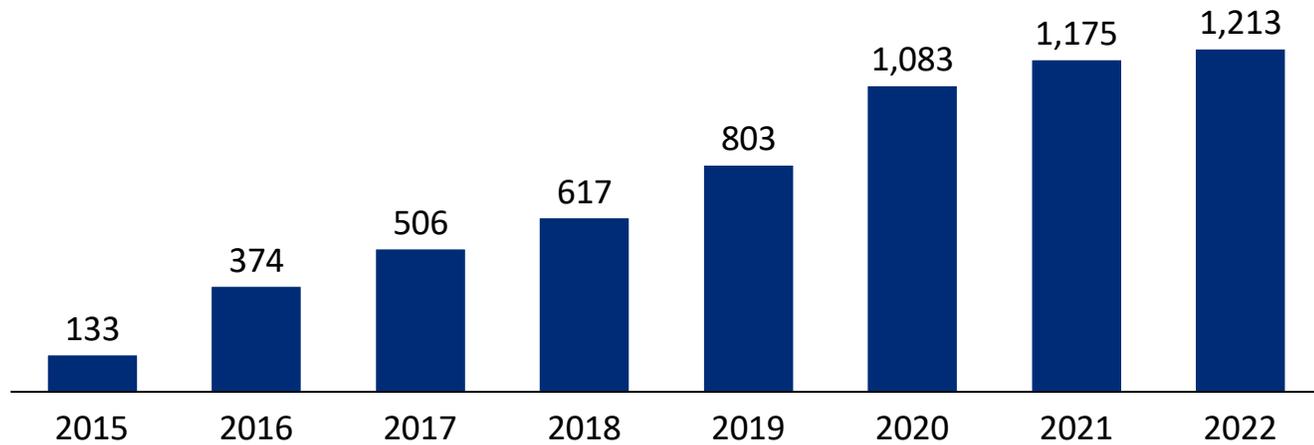
- Blood oxygen saturation
- Blood glucose
- Blood pressure
- Body composition



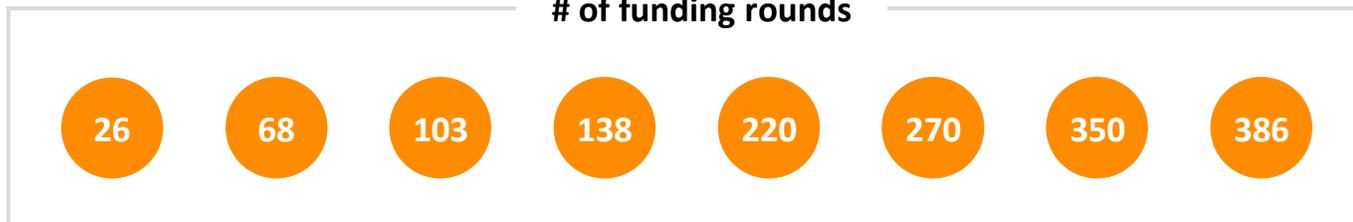
TECHNOLOGIES ARE IN ACCELERATION PHASE

Investments are being poured into start-ups

Annual funding of “personal health” start-ups, global, 2015-23E
\$ BN



of funding rounds



Source: Crunchbase; Oliver Wyman analysis

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ALSO ESTABLISHED PLAYERS MOVE (FURTHER) INTO PERSONAL HEALTH



“Honor reveals the Earbuds 3 pro with temperature monitoring features”



“Apple Watch Series 9 rumors: Will it get a blood glucose monitor?”



“Ahead of Pixel Watch 2, Google explains how Fitbit’s cEDA stress tracking sensor works”



“Withings wants you to pee on its latest device”



“Samsung teases better sleep, fitness and safety features for its next Galaxy Watch”



“This won’t hurt a bit: Amazon now a US healthcare provider”

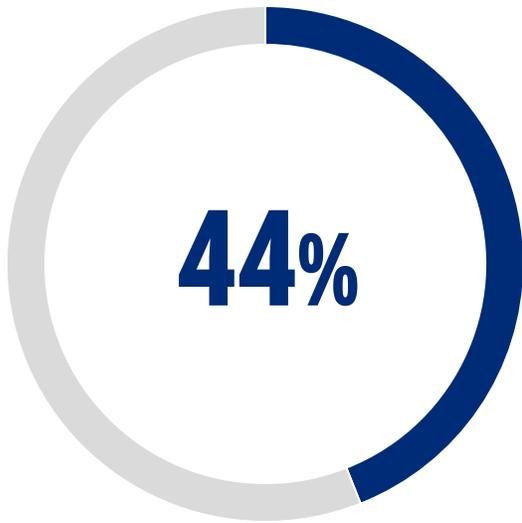
Source: NotebookCheck: [Honor reveals the Earbuds 3 pro with temperature monitoring features](#); The Tech Advocate: [Apple Watch Series 9 rumors: Will it get a blood glucose monitor?](#); 9to5Google: [Ahead of Pixel Watch 2, Google explains how Fitbit’s cEDA stress tracking sensor works](#); The Verge: [Withings wants you to pee on its latest device](#); The Verge: [Samsung teases better sleep, fitness and safety features for its next Galaxy Watch](#); The Register: [This won’t hurt a bit: Amazon now a US healthcare provider](#)

A LARGE SHARE OF CONSUMERS TRACK THEIR PERSONAL HEALTH

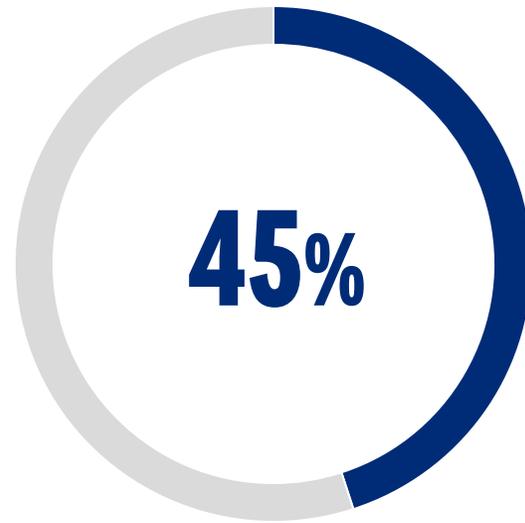
Share of consumers actively tracking at least 4 health metrics



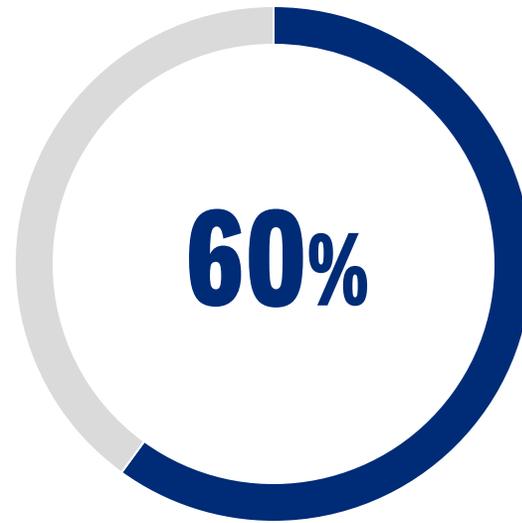
Germany



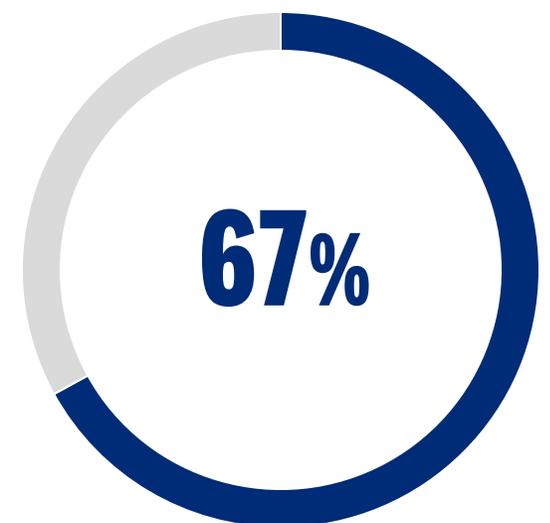
United Kingdom



USA



China



PEOPLE OF ALL BACKGROUNDS USE PERSONAL HEALTH

Share of consumers actively tracking at least 4 health metrics



Sex

54%

Woman



53%

Man



Chronic diseases

53%

No chronic disease



54%

Chronic disease



Lifestyle

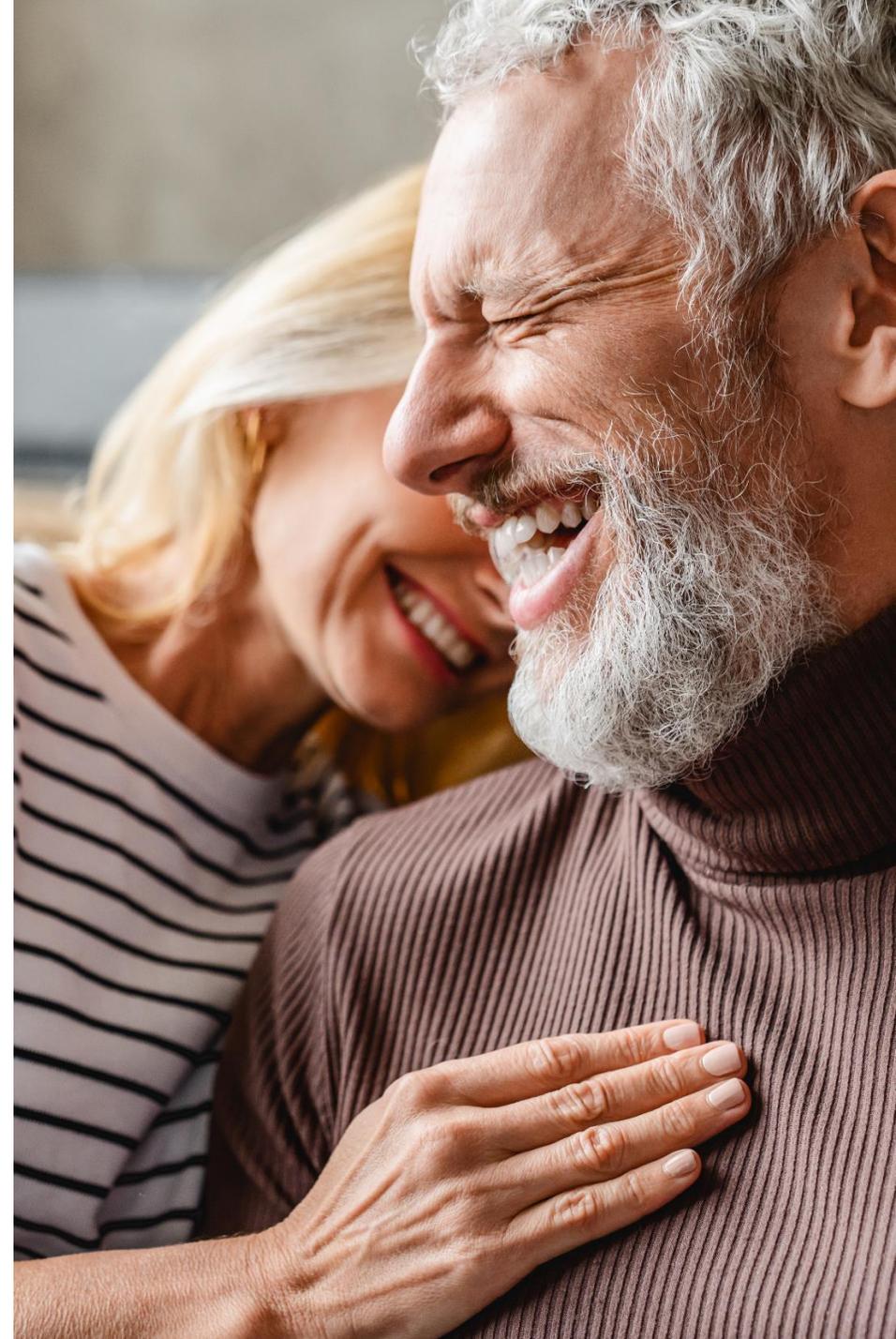
66%

Very healthy lifestyle



33%

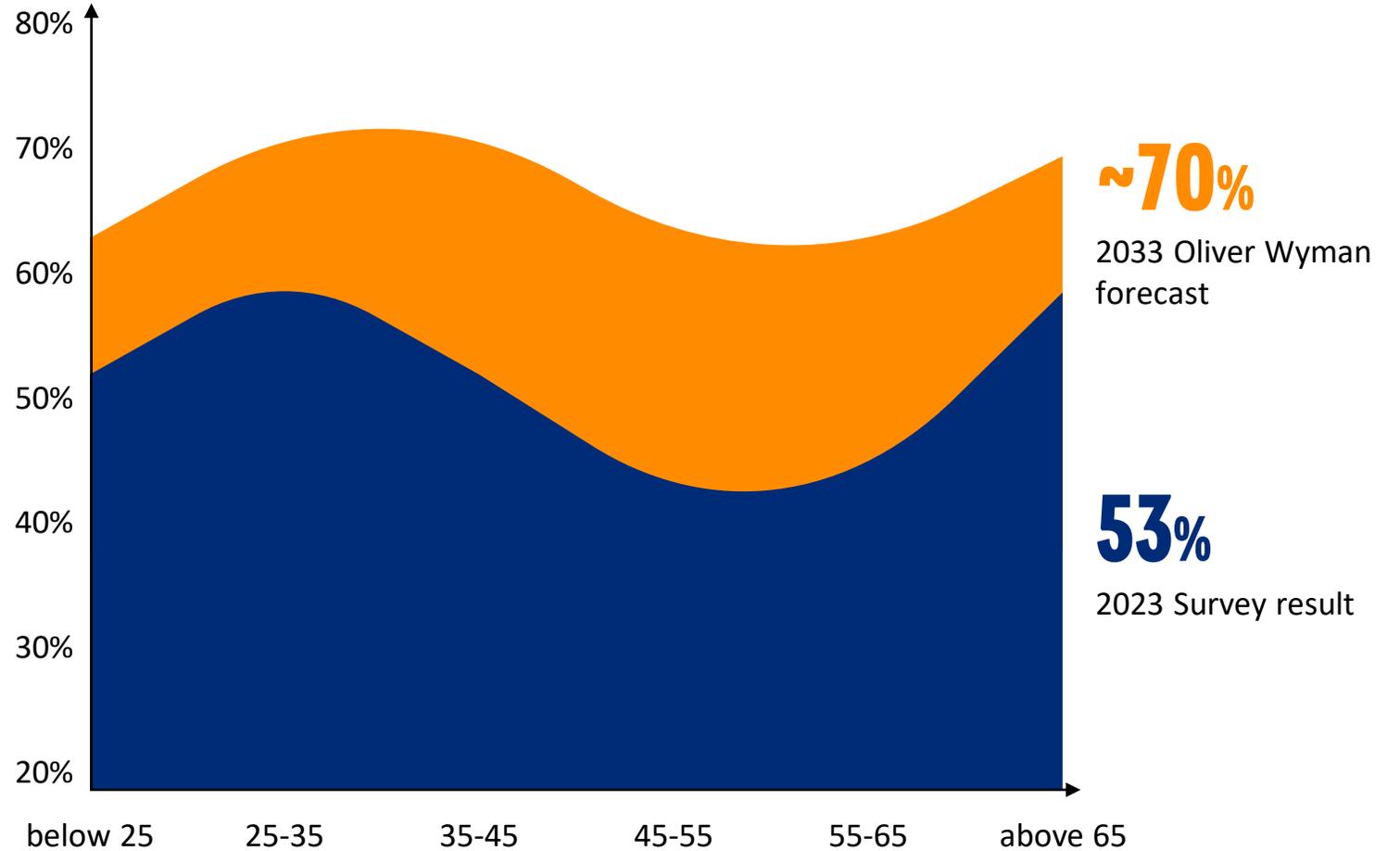
Rather unhealthy lifestyle



THIS INCLUDES ESPECIALLY MILLENNIALS AND 65+ GENERATION

Penetration will likely grow close to 70% in the next 10 years

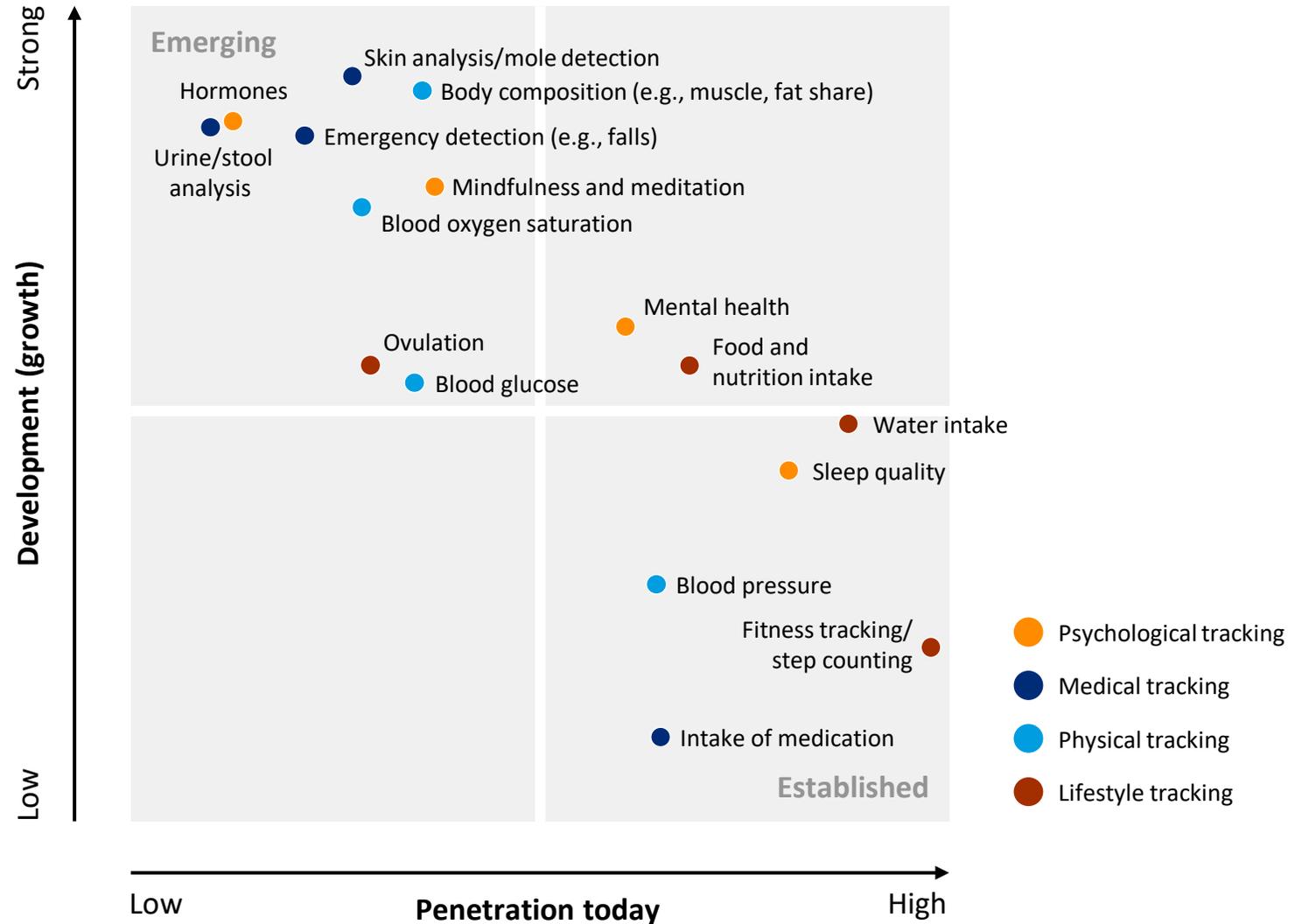
Use of digital health tools across age groups
4 or more health measures tracked



Source: Oliver Wyman Consumer Survey 2023, n=4,000

EMERGING AREAS ARE ESPECIALLY AROUND DEEP PHYSICAL AND MEDICAL TRACKING

Use of digital health tools across age groups

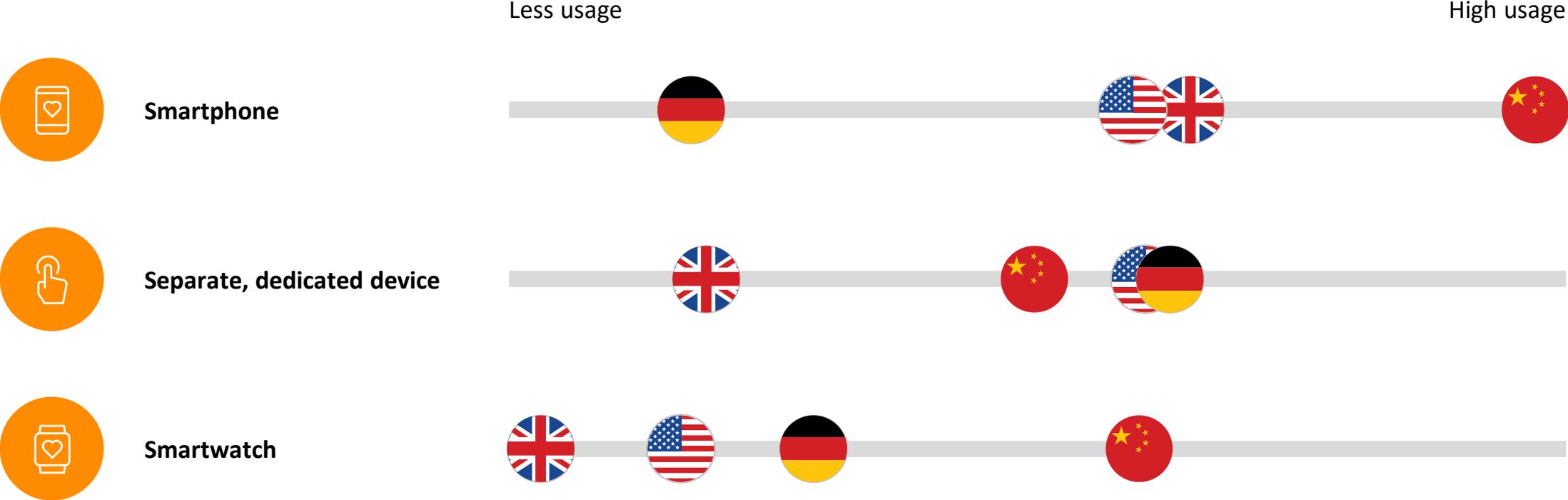


Source: Oliver Wyman Consumer Survey 2023, n=4,000

DIFFERENT CULTURAL TASTE ON “HOW” TO TRACK

Germans prefer a separate device, while in China smartphones and smartwatches are more popular

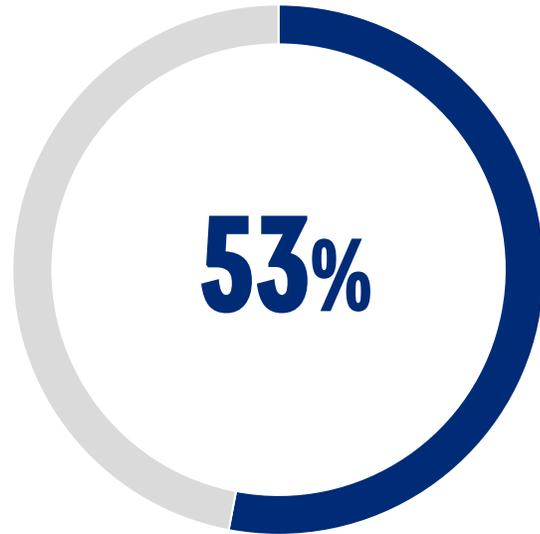
Cultural differences in device use



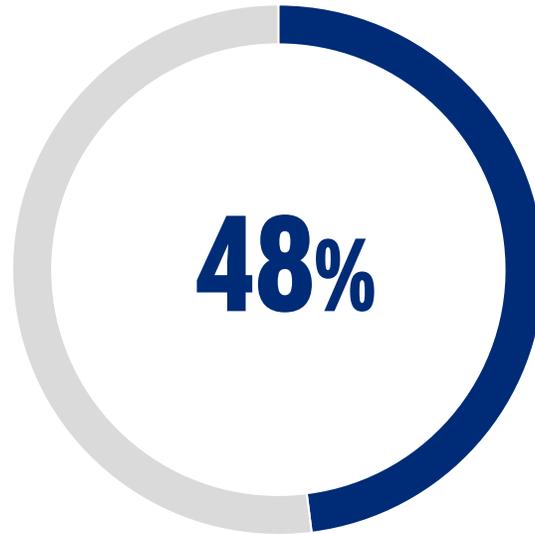
Source: Oliver Wyman Consumer Survey 2023, n=4,000

KEY CONCERNS AGAINST PERSONAL HEALTH ARE ROOTED IN A MIS-TRUST AGAINST RELIANCE ON TECHNOLOGY

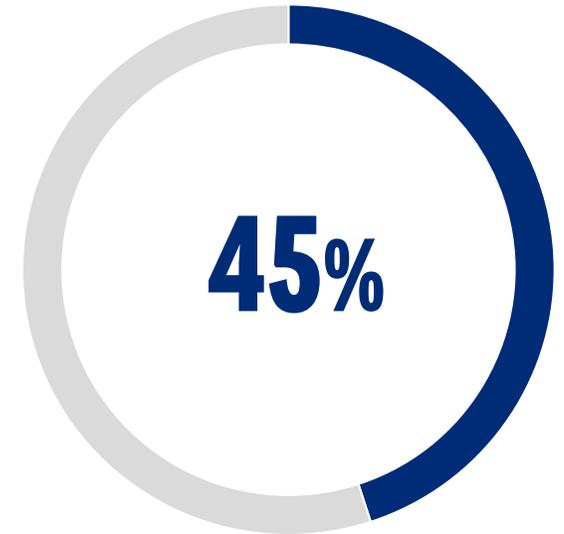
Top 3 concerns users have regarding digital health tools



Lack of regulatory compliance and protection of user rights and data



Lack of human interaction and personalized care



Mis-trust towards quality of measurement compared to professional advise

CONSUMER SENTIMENT SHOWS BRANDS NEED TO BUILD TRUST



It's great and helpful to check your own health independently and see an expert just in case. Generally, I think that apps to track **personal health should be more transparent about not misusing personal data;** especially for the older generation.



It's good to move forward with technology but I **still prefer personal advise from my family doctor.**



Having my watch count my steps is a fun gadget, but I **wouldn't rely on it to give me actual medical advice.**

CONSUMERS TRUST LARGE BRANDS MORE WITH THEIR HEALTH THAN STARTUPS

“

I would trust this type of company with my personal health

Medical device manufacturers

61%

Health insurances

60%

Technology companies

59%

Fitness and wellness brands

54%

Retailers

54%

Pharmaceutical companies

50%

Personal care and wellness brands

49%

Telecommunication companies

44%

Startups

32%

WHAT'S NEXT?

Gen Z is convinced Digital tools will be instrumental in their future health

Looking at 2030...



69%

believe they largely eat what their smartphone suggests them to eat, based on their nutrition needs



68%

believe they will be safer from accidents thanks to digital tools



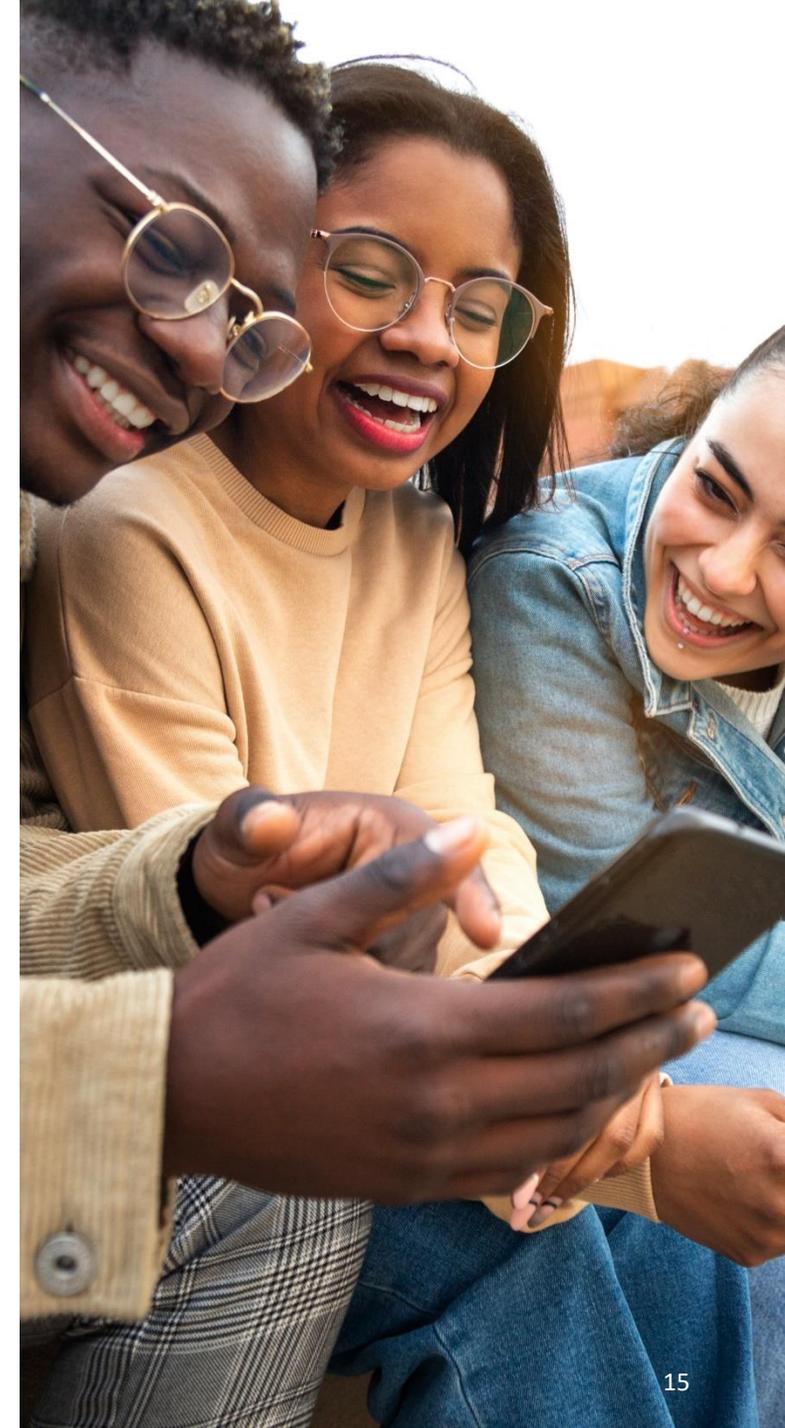
69%

believe they will less likely suffer from diseases thanks to digital tools



43%

believe they have a chip implanted, which tracks their personal health statistics



CONCLUSIONS WE ARE DRAWING FOR CONSUMER AND HOME ELECTRONICS BRANDS

Now is the time

Consumer interest is peaking, M&A targets are available, and no household name is yet established – while the market is ready to lift off.

Look to Asia and America

China and USA provide a glimpse into the future of consumer interest in personal and digital health and applications which will become relevant in Europe.

Big is beautiful

Start-ups have been successful in developing new technologies, but many consumers are waiting for their trusted brands to enter the market – assess M&A options to achieve the best of both worlds.

Build a trusted platform

Consumers still have concerns on data protection and quality of tracking/advise. Trustworthy brands will win in the market.

Think broad

Digital/personal health goes far beyond step tracking. Brands should look into emerging applications, from physical tracking to mindfulness.



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gfu Consumer &
Home Electronics



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