

Wearable Electronics in Colombia

Market Direction | 2022-07-27 | 18 pages | Euromonitor

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Report description:

Wearable electronics is gaining rapid ground in Colombia, having expanded by nearly four times its original size in only eight years. 2022 sees further rises in volume sales, with smart wearables leading growth. Health and wellness trends are prompting greater interest in products within wearable electronics, as consumers increasingly turn to smartwatches and smart wearables to measure health and fitness indicators as well as data related to sports activities.

Euromonitor International's Wearable Electronics in Colombia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Activity Wearables, Smart Wearables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Wearable Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Wearable Electronics in Colombia
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List Of Contents And Tables

WEARABLE ELECTRONICS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trends drive growth in wearable electronics, while consumers increasingly seek smartphone-like functionality

Apple Watch leads smart wearables while Xiaomi rules activity wearables

Wearable electronics attracts broader range of consumers

PROSPECTS AND OPPORTUNITIES

Rising consumers awareness to drive premiumisation; 5G offers potential for development

Smartwatches set to expand into contactless payment

Smartwatches to assume greater medical role

CATEGORY DATA

Table 1 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 2 Sales of Wearable Electronics by Category: Value 2017-2022

Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 7 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 10 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

CONSUMER ELECTRONICS IN COLOMBIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

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