

## **Wearable Electronics in Mexico**

Market Direction | 2022-07-29 | 20 pages | Euromonitor

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### **Report description:**

While demand for wearable electronics remains quite limited in Mexico, it is expanding at a double-digit annual rate. For the moment, only relatively affluent local consumers are interested in wearable electronics. Smart wearables are the most popular product in wearable electronics, followed by digital activity watches. Retail volume sales of activity bands began to decline during the latter part of the review period, as smart wearables became increasingly sophisticated, particularly their heal...

Euromonitor International's Wearable Electronics in Mexico 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.

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Heightened health awareness piques consumer interest in the health-monitoring features of smartwatches

Intense price competition makes smart wearables more affordable

Boosted by the pandemic, e-commerce will continue to grow at the expense of electronics and appliance specialist retailers

##### PROSPECTS AND OPPORTUNITIES

Low penetration rate leaves significant room for further growth

Elevated obesity rate could raise consumer interest in health-monitoring features

Unit pricing will continue to fall

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