

Wearable Electronics in South Africa

Market Direction | 2022-08-05 | 20 pages | Euromonitor

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Report description:

Wearable electronics is predicted to record healthy sales growth in 2022, driven largely by increasing penetration of smart wearables in South Africa. While demand for these devices slowed in 2020, as consumers were confined to their homes during lockdown, the category was revived in late-2020 and 2021, as stores fully reopened and there was a greater return of freedom of movement. This benefited sales of smart wearables, as many consumers tend to prefer trying on smartwatches before making a pu...

Euromonitor International's Wearable Electronics in South Africa 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Wearable Electronics in South Africa
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List Of Contents And Tables

WEARABLE ELECTRONICS IN SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wearable electronics records strong sales, driven by smart wearables

Xiaomi claims leadership of brand rankings in 2022, surpassing Garmin

Health and wellness, and desire for connectivity, emerge as key category trends

PROSPECTS AND OPPORTUNITIES

Wearable electronics set to record strong growth, driven by increasing penetration

Smart wearables and analogue activity watches expected to drive growth of category

Technological innovation expected to spur demand and create growth opportunities

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 SOUTH AFRICA

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

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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

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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