

**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 purchase...

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.

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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