

Wearable Electronics in Hong Kong, China

Market Direction | 2022-08-08 | 17 pages | Euromonitor

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Report description:

Sales of activity wearables, particularly activity bands, witnessed a noticeable decline in the first half of 2022 due to the fifth wave of the pandemic limiting the number of people exercising outside of the home. This was primarily because of social distancing restrictions combined with the mandatory use of face masks when exercising and the enforced closure of gyms.

Euromonitor International's Wearable Electronics in Hong Kong, China 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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WEARABLE ELECTRONICS IN HONG KONG, CHINA

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Wider variety of smartwatches and Wear OS improvements increase competition within smart wearables

Activity wearables lags behind as popularity of smart wearables increases

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Smart wearable technology improvements likely to cannibalise other formats

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