

Wearable Electronics in Norway

Market Direction | 2022-08-10 | 18 pages | Euromonitor

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Report description:

The Coronavirus (COVID-19) pandemic has heightened consumer awareness of the importance of health and wellness and stimulated demand for health-related consumer electronics, specifically wearable electronics. Retailers report noteworthy spikes in retail volume sales for wearable electronics in December and January, which aligns with health- and fitness-specific New Year's resolutions. In the opinion of retailers, wearable electronics are considered practical and inspirational tools to achieve in...

Euromonitor International's Wearable Electronics in Norway 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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WEARABLE ELECTRONICS IN NORWAY

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Health and wellness trend provides impetus to health- and fitness-specific devices

Advanced new product development blurs the boundaries between activity and smart wearables

Greater functionality and broad price points inform a shift to smart wearables

PROSPECTS AND OPPORTUNITIES

Wider array of models across price points and greater functionality to give smart wearables an edge

Return to health and fitness, travel and social norms to support category growth

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