

Wearable Electronics in Portugal

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

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Report description:

Growth in wearable electronics is being driven by strong sales in activity watches and smart wearables//watches. This is supported by ongoing developments in technology, a wider range of available brands and models, and affordably priced lines. Furthermore, such devices are seeing higher visibility in retailers, stronger communications between manufacturers and consumers, and segmentation in terms of wearables for sporting activities, training models, and those which monitor health. The health m...

Euromonitor International's Wearable Electronics in Portugal 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 PORTUGAL

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2022 DEVELOPMENTS

Smart watches and activity watches drive sales, supported by demand from health-conscious consumers

Activity watches continue to gain ground over more basic activity bands

Samsung maintains its lead in smart wearables, with Chinese Xiaomi leading wearables overall

PROSPECTS AND OPPORTUNITIES

Scope for growth in terms of penetration, but lowering prices will hamper overall value growth

Health-conscious consumers drive ongoing demand for activity watches

Smart watches become the current "must have" aspirational items

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