

## **Wearable Electronics in Sweden**

Market Direction | 2022-08-08 | 21 pages | Euromonitor

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### **Report description:**

The harsh realities of the COVID-19 pandemic have led to increased awareness of the importance of health monitoring and exercise routines among local consumers and towards the end of the review period this boosted retail volume sales of wearable electronics. Furthermore, the social control measures that were implemented to curb the spread of the COVID-19 virus among the population restricted the ability of people to follow their regular exercise routines, making it difficult or impossible for th...

Euromonitor International's Wearable Electronics in Sweden 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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Increased functionality and aesthetic appeal remain major drivers of sales growth

Value growth of smart wearables sustained by premiumisation and higher prices

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Smartphone manufacturers set to continue expanding into wearable electronics

E-commerce to remain the preferred distribution channel for wearable electronics

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