

## **Wearable Electronics in Turkey**

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

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### **Report description:**

Wearable electronics is sustaining its robust double-digit growth in 2022, following the trend seen since its introduction to Turkey just prior to the review period. While wearable electronics offers niche and higher-priced products, the sustained and strong growth seen is thanks to its coming from a low base. The audience for such products is mainly limited to higher-income consumers, almost exclusively city-dwellers. Sales of these products have also increased in line with modern lifestyles, w...

Euromonitor International's Wearable Electronics in Turkey 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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