

## **Wearable Electronics in South Korea**

Market Direction | 2022-08-17 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Wearable electronics continues to experience rising demand in South Korea, driven by heightened health awareness and the need to manage and track health goals since the emergence of the pandemic. Smart wearables holds the highest retail volume share overall, followed by the more affordable but less technically- developed activity bands, as offered by the likes of Xiaomi's Mi Band. Smart wearables (often referred to as smartwatches) such as Apple Watch and Samsung Galaxy Watch provide healthcare...

Euromonitor International's Wearable Electronics in South Korea 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Wearable Electronics in South Korea  
Euromonitor International  
August 2022

### List Of Contents And Tables

#### WEARABLE ELECTRONICS IN SOUTH KOREA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Smartwatches that enhance healthcare by tracking data

Home exercise trend continues

Increasing competition within wearable electronics

##### PROSPECTS AND OPPORTUNITIES

Diverse content and services to further drive development and demand for wearable electronics

Increasing health-consciousness to drive sales of smart wearables

Strong penetration of e-commerce within wearable electronics

##### CATEGORY DATA

Table 1 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 2 Sales of Wearable Electronics by Category: Value 2017-2022

Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 7 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 10 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

#### CONSUMER ELECTRONICS IN SOUTH KOREA

##### EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Wearable Electronics in South Korea

Market Direction | 2022-08-17 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-06-25"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com