

## **Wearable Electronics in Japan**

Market Direction | 2022-08-23 | 17 pages | Euromonitor

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### **Report description:**

As a health tracking device, smart wearables, namely smartwatches, continues to consolidate its dominant position within wearable electronics in Japan. In the initial stages of smartwatches, these were perceived to be devices for tech-savvy enthusiasts, and only attracted consumers who wanted to message or make phone calls, track steps and show the time on multiple face designs. The wider advantages and usage of such products were unclear to many consumers. However, smartwatches have made contin...

Euromonitor International's Wearable Electronics in Japan 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
August 2022

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