

Wearable Electronics in Romania

Market Direction | 2022-09-05 | 20 pages | Euromonitor

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Report description:

Wearable electronics is expected to continue to see double-digit growth in 2022. Activity wearables and smart wearables benefit from increased engagement in sports and other outdoor activities in the wake of the COVID-19 pandemic. Nonetheless, smart wearables suffer from a positioning as high-priced, non-essential products, which act as a detriment to sales. In order to combat this, the unit prices of wearable electronics have continued to fall as players and retailers try to sustain demand. Som...

Euromonitor International's Wearable Electronics in Romania 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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2022 DEVELOPMENTS

Wearable electronics benefits from increased participation in sports and other outdoor activities

Diversification in usage of wearables

Category benefits from greater segmentation and wider design and price ranges with particular segmentation around gender and products designed for children

PROSPECTS AND OPPORTUNITIES

Health and wellness trend supports demand for wearable electronics as consumers enjoy being outdoors and in nature

Category sees greater product diversification and innovation as well as more marketing, advertising and sponsorship activities by the leading players

Innovation focusing on more complex monitoring

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