

Wearable Electronics in Poland

Market Direction | 2022-09-21 | 20 pages | Euromonitor

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Report description:

Wearable electronics is expected to once again be one of the most dynamic areas of consumer electronics in retail volume terms in Poland in 2022. Consumers are becoming increasingly aware of the importance of achieving certain levels of daily physical activity in order to maintain good health. Activity wearables are perceived as helpful in doing this, which is appreciated by Polish consumers. The COVID-19 crisis has served to enhance the already significant health and wellness trend, triggering...

Euromonitor International's Wearable Electronics in Poland 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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Wearable electronics sees ongoing dynamism

Activity watch (analogue) sees continued strong growth

With an extensive product portfolio, Garmin remains the largest player

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