

## **Wearable Electronics in France**

Market Direction | 2022-10-10 | 20 pages | Euromonitor

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### **Report description:**

Wearable electronics continues to see positive sales in 2022. The main driver remains smart wearables, as growing interest in this subcategory supports volume growth and price increases, due to increased logistics and manufacturing costs, supports value sales.

Euromonitor International's Wearable Electronics in France 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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Positive sales continue, supported by rising popularity of smart wearable for both health and entertainment purposes

Xiaomi goes from strength to strength to steal top overall place

E-commerce remains an important channel for wearable electronics

##### PROSPECTS AND OPPORTUNITIES

Ongoing positive growth expected, driven by smart wearable trends

Competitive polarisation expected between premium and lower-priced devices

E-commerce will prevail, as players embrace omnichannel models to meet all demands

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