

Wearable Electronics in Argentina

Market Direction | 2023-07-28 | 20 pages | Euromonitor

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Report description:

2023 saw wearable electronics remain one of the most dynamic categories in Argentina's consumer electronics industry, with the very strong performances recorded in smart wearables and activity watch (digital) underpinning a strong increase in demand from a low sales base. However, activity bands and activity watch (analogue) remain small categories with falling sales as consumers no longer have much interest in either of these categories, which have been largely supplanted by the rapidly rising...

Euromonitor International's Wearable Electronics in Argentina 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Fitness enthusiasts boost digital activity watch sales

Tech-savvy young professionals the main target audience for smart wearables

Samsung, Xiaomi outperform low-price brands in a category that denotes prestige

PROSPECTS AND OPPORTUNITIES

Rising consumer awareness to act as a major driver of positive sales growth

E-commerce to remain a major distribution channel for wearable electronics

Activity bands and analogue activity watches likely to disappear altogether

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SOURCES

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