

## **Wearable Electronics in France**

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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### **Report description:**

Wearable electronics is the best performing category in consumer electronics in France in 2023, albeit still in a small volume decline, with this being a notable slump following the positive sales seen in 2022. That said, much of this is attributed to an organic drop in sales following previous spikes in popularity. Also, the current context of inflationary pressures and low consumer spending power means "nice-to-have" devices and "gadgets" are not at the top of many consumers' priority lists.

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.

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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Xiaomi leads overall thanks to strength of activity wearables, while Apple and Samsung top smart wearables

E-commerce remains an important channel for wearable electronics

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