

Wearable Electronics in Italy

Market Direction | 2023-07-25 | 23 pages | Euromonitor

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Report description:

With both the ageing of the population - and Italy already has one of the oldest populations in the world - and the general rise in consumer health consciousness, health monitoring has become one of the key features that smart watches have been equipped with. The focus on health and wellness and the move to personal monitoring was significantly enhanced by the experiences of the COVID-19 crisis, which encouraged people to think about their health and raised awareness of metrics such as blood oxy...

Euromonitor International's Wearable Electronics in Italy 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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