

Wearable Electronics in Japan

Market Direction | 2023-07-24 | 17 pages | Euromonitor

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Report description:

Wearable electronics saw strong volume growth due to the COVID-19 pandemic, and this has continued, with double-digit growth expected in 2023. Health consciousness amongst consumers has spiked since COVID-19, and from 2020 there has been a wide product range available, with consumers able to choose from simple entry-level models up to multifunctional high-end products. Smartphones can track footsteps, and activities such as cycling and running, but not much more. On top of that, wearable electro...

Euromonitor International's Wearable Electronics in Japan 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

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reliable information resources to help drive informed strategic planning.

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Digital activity watches leads growth

Apple continues to stand out in smart wearables

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