

Wearable Electronics in Malaysia

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

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Report description:

Retail sales of wearable electronics saw a dynamic performance in both volume and constant value terms in 2023, continuing the trend of the previous year. This came in spite of inflationary pressures, which had a negative impact on discretionary spending. Consumers are taking advantage of an ever-widening choice of wearable electronics products, from high-end premium options such as Apple Watch, Samsung, Garmin and Fitbit, through to more affordable offerings from the likes of Xiaomi, Oppo, Huaw...

Euromonitor International's Wearable Electronics in Malaysia 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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Cashless society fuels demand for smart wearables

E-commerce is rapidly growing in importance

PROSPECTS AND OPPORTUNITIES

Increasingly sophisticated health-monitoring features and greater affordability will drive demand, as consumers are increasingly drawn into brand ecosystems

Proton launches its own smartwatch

E-commerce will see further expansion, but physical retailing will continue to play an important role

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