

Wearable Electronics in Morocco

Market Direction | 2023-07-26 | 17 pages | Euromonitor

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Report description:

Wearable electronics are becoming increasingly popular with the category set to record a double-digit increase in volume and current value sales in 2023. Preventative health is the main driver of value sales of wearable electronics, as consumers look to lead active, healthy lifestyles. Smart wearables are also expected to outperform activity wearables in terms of growth, as consumers appreciate their multifunctionality, while at the same time, they are also becoming more affordable.

Euromonitor International's Wearable Electronics in Morocco 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.

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Small consumer base and current economic context limit industry investment in 2023

Apple maintains lead

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