

Wearable Electronics in Spain

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

Activity bands were popular at the start of the review period but these products have been declining at a double-digit pace in retail volume terms since the start of the pandemic, with this pattern strengthening in 2023. This trend is being driven in part by the fact that both activity watch products and smart wearables continue declining in price and are becoming increasingly affordable to consumers with smaller budgets.

Euromonitor International's Wearable Electronics in Spain 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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Increasing popularity and premiumisation of activity watch (analogue) devices

Innovation is key as players fight for share in wearable electronics

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Smart wearables will continue gaining terrain to activity wearables

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