

**Wearable Electronics in the Netherlands**

Market Direction | 2023-07-28 | 19 pages | Euromonitor

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**Report description:**

Wearable electronics is set to record volume growth in 2023 thanks to smart wearables and activity watches (analogue). Smart wearables, such as smartwatches, are driving growth during the year, as the penetration rate is low and new consumers are becoming aware of the advantages of owning smart wearables. The health trend is a particularly key reason why consumers have purchased smart wearables, as the ability to monitor the major health metrics, such as heart rate, sleep patterns and blood pres...

Euromonitor International's Wearable Electronics in Netherlands 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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Euromonitor International

July 2023

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Value sales grow strongly as unit prices in smart wearables increase fast

Apple Computer Benelux BV closes on Fitbit as sales of Fitbit decline in 2023

##### PROSPECTS AND OPPORTUNITIES

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Value sales still expected to grow strongly in wearables because of innovations

Small players will increasingly find it difficult to compete in a consolidated market

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