

Wearable Electronics in Vietnam

Market Direction | 2023-07-25 | 19 pages | Euromonitor

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Report description:

Wearable electronics continues to see dynamic double-digit growth in retail volume terms in 2023, supported by rising health awareness among consumers and improving living standards. The COVID-19 pandemic provided further fuel to the growing health and wellness trend with a growing number of consumers investing in developing healthier routines such as exercising and becoming more active in general. This has helped to drive demand for wearable electronics that allow consumers to track their activ...

Euromonitor International's Wearable Electronics in Vietnam 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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reliable information resources to help drive informed strategic planning.

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High competition among wearable electronics

E-commerce retailers and appliances and electronics specialists both investing in expanding and improving their offer

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Smart wearables offering functionality to meet the needs of different consumers

Distribution likely to continue growing both online and offline as retailers look to satisfy demand and maximise profits

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