

Wearable Electronics in Australia

Market Direction | 2023-08-09 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sales of wearable electronics continues to see strong growth in retail volume terms despite the challenging economic environment. The category received a boost during the pandemic as consumers became more health conscious and showed an increased interest in monitoring and tracking their health and fitness. This encouraged consumers to invest in activity wearables and smart wearables with features such as the ability to track steps, heart rate, and overall physical activity proving attractive. In...

Euromonitor International's Wearable Electronics in Australia 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Wearable Electronics in Australia
Euromonitor International
August 2023

List Of Contents And Tables

WEARABLE ELECTRONICS IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wearable electronics retain their appeal despite economic pressures

Health and fitness features help fuel demand for smart wearables

Consumers look for good design as well as functionality

PROSPECTS AND OPPORTUNITIES

Wearable electronics still full of potential as Australians become more connected

Increased competition predicted but will it take a sizeable bite out of Apple's share?

5G should positively influence sales

CATEGORY DATA

Table 1 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 2 Sales of Wearable Electronics by Category: Value 2018-2023

Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 7 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 10 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

CONSUMER ELECTRONICS IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Wearable Electronics in Australia

Market Direction | 2023-08-09 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com