

Wearable Electronics in Denmark

Market Direction | 2023-08-09 | 18 pages | Euromonitor

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Report description:

Volume sales in wearable electronics are on the marginally-positive side of flat in 2023, which is slightly lower than the volume sales seen in 2022. The main trends in the category are connected to the shift from activity wearables to the greater functionality offered by smart wearables. This shift to smart wearables is helped by the greater availability of smart wearables across a broader spectrum of pricing points - making the pricing of smart wearables more accessible to a wider consumer aud...

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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall flat sales, as activity wearables lose out to their smart counterparts

Boundaries between different types of wearable electronics blur, creating confusion for consumers

Health and wellness trends drive developments in wearable electronics

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Continued volume shift from activity to smart wearables expected

Target audience expansion set to further enhance sales

Questions remain over how well sustainability trends will take off in wearable electronics

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