

Wearable Electronics in South Africa

Market Direction | 2023-08-09 | 17 pages | Euromonitor

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Report description:

During the review period, consumers across South Africa became more aware of the importance of leading healthy lives. This trend was facilitated by the COVID-19 pandemic which gave them more time to reflect on their lifestyles. Such a development gave rise to an increase in daily physical activity, including going to the gym and exercising at home, as well as following a healthier diet. This subsequently resulted in growth in volume sales of wearable electronics across the country, with more pro...

Euromonitor International's Wearable Electronics in South Africa 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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Diversification of retail channels provides fertile environment for sales of wearable electronics

Online retailers remain key to sales of wearable electronics in South Africa

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Health and wellness buzz is expected to boost sales of wearable electronics

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