

## **Wearable Electronics in Taiwan**

Market Direction | 2023-08-18 | 19 pages | Euromonitor

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### **Report description:**

Wearable electronics continued to see a healthy performance in retail volume terms in 2023, supported by increased purchases of activity watches and smart wearables. Prevailing health and wellness trends and the high levels of convenience and functionality offered by these products served to engage consumer interest. With activity bands having disappeared from the market in 2021, the leading players shifted their focus towards smart wearables, in order to attract consumers. However, the pace of...

Euromonitor International's Wearable Electronics in Taiwan 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  
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Positive growth in 2023, supported by prevailing health and wellness trends

Apple Watch retains its lead, while Xiaomi seeks to expand its coverage

E-commerce leads distribution in 2023, while in-person consultations offer appliances and electronics specialists potential for future growth

##### PROSPECTS AND OPPORTUNITIES

Over 50s represent key target group for wearable electronics

Rising health concerns will pushed more brands to develop health and wellness targeted products, while social media will play a key role in boosting awareness

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