

Wearable Electronics in Austria

Market Direction | 2024-07-16 | 17 pages | Euromonitor

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Report description:

The demand for wearable electronics has passed its peak in Austria, with significant volume decline in 2024 as the category reaches saturation. During the early years of the review period, the category was newly discovered by a mass audience, but demand is now stabilising. Nevertheless, the demand for wearable electronics remains at a very high level with increasing penetration among younger consumers aged under 25 years. The first choice for a watch is usually now a smartwatch, although users d...

Euromonitor International's Wearable Electronics in Austria 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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Wider distribution in jewellery and watch specialist retailers

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No relevant growth expected outside of watches

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