

Wearable Electronics in Chile

Market Direction | 2024-07-17 | 18 pages | Euromonitor

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Report description:

Demand for wearable electronics in Chile is improving in 2024, following a marginal dip in volume sales the previous year, driven by increasing interest in exercising to support one's health. Wearable electronics have become popular as training and wellbeing aids, with a vast range of brands making them more accessible to local consumers. However, specialised brands are also gaining share in the high-end segment of the category.

Euromonitor International's Wearable Electronics in Chile 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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Wearable electronics continues growth trajectory, driven by smart wearables

Apple Watch launches new option capable of measuring glucose levels

Samsung retains category lead, followed by dynamic performer Xiaomi

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Opportunity for emerging brands where price plays a significant role in purchasing decision

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