

## **Wearable Electronics in the United Arab Emirates**

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

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### **Report description:**

Demand for wearable electronics in the United Arab Emirates continues to grow, driven by a smartwatch boom, potentially sidelining basic fitness trackers. However, inflation is pushing consumers towards "affordable indulgence" as they seek feature-rich wearables at accessible prices. This creates an opportunity for brands to introduce more simplified versions of flagship models or focus on the mid-range segment, offering a wider range of smart wearables that cater for both budget-conscious buyer...

Euromonitor International's Wearable Electronics in United Arab Emirates 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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