

Wearable Electronics in Australia

Market Direction | 2024-07-22 | 19 pages | Euromonitor

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Report description:

Demand for wearable electronics in Australia continues to rise in 2024, supported by the increasing number of consumers becoming conscious of their habits as they look to adopt healthier lifestyles. The pandemic helped to accelerate this trend in the country, as Australians not only looked for ways to spend time outside of the home once permitted, leading to greater participation in activities such as walking or running in local parks, but also because they wanted to support a positive outcome i...

Euromonitor International's Wearable Electronics in Australia 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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Digital options continue to appeal to consumers due to greater functionality
Australians maintain preference for Apple Watch, driven by dominant smart wearables

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