

Wearable Electronics in Thailand

Market Direction | 2024-07-25 | 19 pages | Euromonitor

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Report description:

Wearable electronics will see positive growth in volume terms in 2024, building on the more muted performance of the previous year. This will be driven by a number of factors, not least the health and wellness trend, which was facilitated by COVID-19. Consumers are using these devices to monitor various metrics, such as steps taken, calories burned, heart rate, sleep quality and blood oxygen level, among others, in order to help them stay on track with their fitness goals. This explains the cons...

Euromonitor International's Wearable Electronics in Thailand 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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Euromonitor International

July 2024

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Health and wellness trends continue to drive growth

Movement towards devices with enhanced connectivity and more advanced features

Xiaomi sees increasing competition from Apple and Samsung

PROSPECTS AND OPPORTUNITIES

Smart wearables will drive growth, with a focus on seamless connectivity, enhanced functionality, and personalisation.

Growth in elderly population offers opportunities for proactive health management and medical integration

Store-based retailers to benefit from increasing sophistication of smart wearables, while e-commerce will continue to grow

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