

Wearable Electronics in South Korea

Market Direction | 2024-07-31 | 21 pages | Euromonitor

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Report description:

The market for wearable electronics in South Korea will register an improved performance in 2024, following the sharp decline in sales volumes seen in 2023. The latter was largely due to economic uncertainties, which discouraged consumers from investing in new technology. Additionally, the replacement cycle for wearable electronics tends to be relatively long, as these devices are not considered essential and are replaced less frequently compared to smartphones. However, with an increase in spen...

Euromonitor International's Wearable Electronics in South Korea 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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Growing levels of health awareness drive interest in fitness-oriented wearables, although sensor accuracy remains an issue

Xiaomi continue to lead sales

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Players will need to overcome long replacement cycles through continuous innovation

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