

## **Wearable Electronics in Taiwan**

Market Direction | 2024-08-16 | 19 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Wearable electronics continued to see a healthy performance in retail volume terms in 2024, supported by significantly increased purchases of activity wearables. Prevailing health and wellness trends and the high levels of convenience and functionality offered by these products attracted consumer interest. With activity bands having disappeared from the market in 2021, the leading players have shifted their focus towards smart wearables. However, the pace of their new product innovation slowed i...

Euromonitor International's Wearable Electronics in Taiwan 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Wearable Electronics in Taiwan  
Euromonitor International  
August 2024

List Of Contents And Tables

WEARABLE ELECTRONICS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wearable electronics enjoys growth in 2024, supported by prevailing health and wellness trends  
Smart wearables benefits from advances in technology  
Apple Watch retains its lead, while Xiaomi seeks to expand its coverage

PROSPECTS AND OPPORTUNITIES

Health concerns will drive brands to focus on developing health and wellness-targeted products  
Over 50s represent a key target group for wearable electronics  
Children-centred products set to come to the fore in the years ahead

CATEGORY DATA

- Table 1 Sales of Wearable Electronics by Category: Volume 2019-2024
- Table 2 Sales of Wearable Electronics by Category: Value 2019-2024
- Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
- Table 4 Sales of Wearable Electronics by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Wearable Electronics: % Volume 2020-2024
- Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
- Table 7 Distribution of Wearable Electronics by Channel: % Volume 2019-2024
- Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
- Table 9 Forecast Sales of Wearable Electronics by Category: Value 2024-2029
- Table 10 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

CONSUMER ELECTRONICS IN TAIWAN

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

MARKET DATA

- Table 12 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029



## Wearable Electronics in Taiwan

Market Direction | 2024-08-16 | 19 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com