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Wearable Electronics in India

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Abstracts

Wearable electronics in India continues to experience robust growth, driven by falling unit prices, technological advancements and growing consumer awareness of health and wellness. Intense competition among existing players and new entrants has given rise to aggressive discounting. Brands are also launching new budget-friendly variants in order to target the price conscious consumer segment, thereby bringing the average unit price for the category down. Furthermore, many smartwatch brands, such...

Euromonitor International's Wearable Electronics in India 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;

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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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Contents

Wearable Electronics in India
Euromonitor International
November 2023

LIST OF CONTENTS AND TABLES

WEARABLE ELECTRONICS IN INDIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining unit prices and rising health concerns fuel growth of wearable electronics
Noise continues to lead wearable electronics in India
Activity bands lose favour among Indian consumers
PROSPECTS AND OPPORTUNITIES
Growing importance of health tracking and rising smartphone penetration to drive category growth
E-commerce to remain a dominant distribution channel
Wearable devices to evolve from technological advancements and design
CATEGORY DATA
Table 1 Sales of Wearable Electronics by Category: Volume 2018-2023
Table 2 Sales of Wearable Electronics by Category: Value 2018-2023
Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 4 Sales of Wearable Electronics by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Wearable Electronics: % Volume 2019-2023
Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
Table 7 Distribution of Wearable Electronics by Channel: % Volume 2018-2023
Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
Table 9 Forecast Sales of Wearable Electronics by Category: Value 2023-2028
Table 10 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
Table 11 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028
CONSUMER ELECTRONICS IN INDIA
EXECUTIVE SUMMARY
Consumer electronics in 2023: The big picture

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2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer electronics?
MARKET DATA
Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023
Table 13 Sales of Consumer Electronics by Category: Value 2018-2023
Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources

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