

Wearable Electronics in Portugal

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Abstracts

Wearable electronics experienced a modest decline in retail volume terms in 2023. Demand continued to be impacted by the high cost of living, at least during the first half of the year, which led to more guarded discretionary spending. As in 2022, smart wearables were the key driver of growth, as consumers opted for the greater number of functions associated with these gadgets. Such products also benefitted from their connectivity with other consumer-owned devices, such as smartphones and the wi...

Euromonitor International's Wearable Electronics in Portugal 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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