

# Wearable Electronics in Australia

August 2023

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#### Wearable Electronics in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Wearable electronics retain their appeal despite economic pressures Health and fitness features help fuel demand for smart wearables Consumers look for good design as well as functionality

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Wearable electronics still full of potential as Australians become more connected Increased competition predicted but will it take a sizeable bite out of Apple's share? 5G should positively influence sales

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