

Wearable Electronics in South Africa

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing consumer awareness of healthy lifestyles boosts sales of wearable electronics
Diversification of retail channels provides fertile environment for sales of wearable electronics
Online retailers remain key to sales of wearable electronics in South Africa

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Social media expected to be pivotal in the future expansion of the category
Health and wellness buzz is expected to boost sales of wearable electronics
Popularity of smart appliances and electronics will influence demand

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Consumer Electronics in South Africa - Industry Overview

EXECUTIVE SUMMARY

Innovation remains key driver of growth
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Smart devices grow in popularity across many categories
Health and wellness trend to have positive impact on demand for many consumer electronic products

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