

Wearable Electronics in the Netherlands

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wearable electronics records volume growth driven by the health trend
Value sales grow strongly as unit prices in smart wearables increase fast
Apple Computer Benelux BV closes on Fitbit as sales of Fitbit decline in 2023

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Wearable electronics is expected to keep growing over the forecast period
Value sales still expected to grow strongly in wearables because of innovations
Small players will increasingly find it difficult to compete in a consolidated market

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