

Wearable Electronics in Chile

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Wearable Electronics in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wide product range attracts more consumers, maintaining solid volume growth Consumers increasingly choose smart wearables over digital activity watches Stable rankings, with Huawei maintaining its lead

PROSPECTS AND OPPORTUNITIES

Smart wearables set to drive growth as consumers value the features and designs
Activity brands projected to decline as consumers trade up
Although smartwatches will continue to dominate, smart rings has growth potential

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