

Wearable Electronics in Canada

July 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smart wearables drive growth in 2023
Health and wellness trend provides boost to sales
Premium segment becomes more competitive

PROSPECTS AND OPPORTUNITIES

Smart wearables will continue to drive growth
Market will become increasingly competitive, with domestic brands remaining focussed on specific niches
Aging population may drive wearables growth during forecast period

CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2018-2023
Table 2 - Sales of Wearable Electronics by Category: Value 2018-2023
Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023
Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023
Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028
Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

Consumer Electronics in Canada - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wearable-electronics-in-canada/report.