

# Wearable Electronics in Taiwan

August 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Positive growth in 2023, supported by prevailing health and wellness trends

Apple Watch retains its lead, while Xiaomi seeks to expand its coverage

E-commerce leads distribution in 2023, while in-person consultations offer appliances and electronics specialists potential for future growth

### PROSPECTS AND OPPORTUNITIES

Over 50s represent key target group for wearable electronics

Rising health concerns will pushed more brands to develop health and wellness targeted products, while social media will play a key role in boosting awareness

Brands will have stronger focus on children

### 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 Taiwan - 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-taiwan/report](http://www.euromonitor.com/wearable-electronics-in-taiwan/report).