



Euromonitor
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Wearable Electronics in the Netherlands

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wearable electronics stabilises following a peak in sales during 2023

Fitbit Inc retains the lead while Apple has a strong presence in smart wearables

Retail e-commerce strengthens its lead, offering consumers detailed product comparisons

PROSPECTS AND OPPORTUNITIES

Positive growth is set to be driven by smart wearables, which will focus on ongoing innovation

Health tracking and AI integration is set to broaden the appeal of smart wearables

New form factors are expected to drive interest and growth over the forecast period

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DISCLAIMER

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