



Euromonitor
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Wearable Electronics in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables drives sales and growth due to a greater focus on health
Thanks to a wide product range and promotions, Samsung sees its share rise
Additional benefits from purchasing online drive growth for retail e-commerce

PROSPECTS AND OPPORTUNITIES

Product development and demand to monitor health and fitness set to drive growth
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DISCLAIMER

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