

Wearable Electronics in Israel

July 2023

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Wearable Electronics in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smart wearables shows the fastest development in volume terms

Demand for activity bands and digital activity watches continues to decline

Leading players face growing challenge from more affordable Chinese brands

PROSPECTS AND OPPORTUNITIES

Rising demand for smartwatches will continue to drive expansion of smart wearables Use of smartwatches for functions beyond health and fitness tracking set to increase Innovation and strong brand loyalty should help top three players stay ahead of rivals

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