

Wearable Electronics in Germany

October 2023

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Wearable Electronics in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of wearable electronics suffer from economic problems

Each product type has a different purpose

Continued strong performance for leaders in smart wearables - but more fluctuation in activity watches

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Ever-improving technology set to return the category to growth

Despite a minor setback in 2023, wearable electronics is well-positioned

Cross-generational support for growth

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