



Euromonitor
International

Wearable Electronics in Poland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Polish consumers appreciate devices that offer health tracking, notifications, and fitness motivation

Garmin Polska Sp increases its lead while Apple drives growth through its Apple Watch

Retail e-commerce cements its lead as the go-to channel for wearable electronics

PROSPECTS AND OPPORTUNITIES

The trend of health tracking will continue to drive modest growth in wearable electronics

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Electronic wearables may evolve toward smart-home integration

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