

Wearable Electronics in Romania

September 2022

Table of Contents

Wearable Electronics in Romania - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wearable electronics benefits from increased participation in sports and other outdoor activities

Diversification in usage of wearables

Category benefits from greater segmentation and wider design and price ranges with particular segmentation around gender and products designed for children

PROSPECTS AND OPPORTUNITIES

Health and wellness trend supports demand for wearable electronics as consumers enjoy being outdoors and in nature

Category sees greater product diversification and innovation as well as more marketing, advertising and sponsorship activities by the leading players

Innovation focusing on more complex monitoring

CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2017-2022

Table 2 - Sales of Wearable Electronics by Category: Value 2017-2022

Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

Consumer Electronics in Romania - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 - Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wearable-electronics-in-romania/report.