

# Wearable Electronics in South Africa

August 2022

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Wearable electronics records strong sales, driven by smart wearables  
Xiaomi claims leadership of brand rankings in 2022, surpassing Garmin  
Health and wellness, and desire for connectivity, emerge as key category trends

### PROSPECTS AND OPPORTUNITIES

Wearable electronics set to record strong growth, driven by increasing penetration  
Smart wearables and analogue activity watches expected to drive growth of category  
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