



Euromonitor
International

Wearable Electronics in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Apple and Google are names to watch in smart wearables
- Polar maintains its innovation momentum with further launches
- Garmin establishes itself within high-end jewellery stores

PROSPECTS AND OPPORTUNITIES

- AI functionalities to create virtual “training coaches”, but “virtual doctors” cannot replace real ones
- Increasingly important for brands to create connected ecosystems
- Cashless payments set to become the norm – at least in areas with reliable internet connectivity

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Consumer Electronics in Italy - Industry Overview

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DISCLAIMER

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