

Wearable Electronics in Singapore

July 2024

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Wearable Electronics in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong volume and value growth for wearable electronics, driven by smart wearables

Activity wearables continues its downward trajectory

Chinese brands see share growth, but Apple and Samsung maintain their lead

PROSPECTS AND OPPORTUNITIES

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Retail e-commerce set to continue to grow, as it is an increasingly important channel

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