



Euromonitor
International

Wearable Electronics in Malaysia

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and fitness trends contribute to higher adoption of wearable electronics
Young consumers prefer smartwatches for their additional on-the-go features
E-commerce continues to gain ground on appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

Increasingly sophisticated and affordable offer to pique the interest of consumers
Electronic payments and affordable payment plans to provide demand drivers in the forecast period
Rising trend for refurbished/used products to hit new purchase rates

CATEGORY DATA

- Table 1 - Sales of Wearable Electronics by Category: Volume 2019-2024
- Table 2 - Sales of Wearable Electronics by Category: Value 2019-2024
- Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
- Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029
- Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

Consumer Electronics in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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