

Wearable Electronics in South Korea

July 2024

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Wearable Electronics in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Renewed interest in affordable wearable electronics Growing levels of health awareness drive interest in fitness-oriented wearables, although sensor accuracy remains an issue Xiaomi continue to lead sales

PROSPECTS AND OPPORTUNITIES

Players will need to overcoming long replacement cycles through continuous innovation Emergence of new, cutting-edge wearable devices Preference for customised, portable models over premium features

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