

Wearable Electronics in Thailand

July 2024

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Wearable Electronics in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends continue to drive growth Movement towards devices with enhanced connectivity and more advanced features Xiaomi sees increasing competition from Apple and Samsung

PROSPECTS AND OPPORTUNITIES

Smart wearables will drive growth, with a focus on seamless connectivity, enhanced functionality, and personalisation. Growth in elderly population offers opportunities for proactive health management and medical integration Store-based retailers to benefit from increasing sophistication of smart wearables, while e-commerce will continue to grow

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