

Wearable Electronics in Norway

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Smart wearables sees small positive growth, due to shift from activity to smart variants
Players focus on segmentation and niche developments to stand out from the crowd
Preventative health trends underline demand for wearable electronics

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Growth opportunities lie in niche development within smart wearables
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Health and wellbeing will remain buzzwords in wearables

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