

Wearable Electronics in Malaysia

July 2023

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2023 DEVELOPMENTS

Growing levels of health and wellness awareness pave the way for greater adoption

Cashless society fuels demand for smart wearables

E-commerce is rapidly growing in importance

PROSPECTS AND OPPORTUNITIES

Increasingly sophisticated health-monitoring features and greater affordability will drive demand, as consumers are increasingly drawn into brand ecosystems

Proton launches its own smartwatch

E-commerce will see further expansion, but physical retailing will continue to play an important role

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