

Wearable Electronics in Denmark

August 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall flat sales, as activity wearables lose out to their smart counterparts
Boundaries between different types of wearable electronics blur, creating confusion for consumers
Health and wellness trends drive developments in wearable electronics

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Continued volume shift from activity to smart wearables expected
Target audience expansion set to further enhance sales
Questions remain over how well sustainability trends will take off in wearable electronics

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