

Wearable Electronics in Argentina

July 2023

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Wearable Electronics in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fitness enthusiasts boost digital activity watch sales
Tech-savvy young professionals the main target audience for smart wearables
Samsung, Xiaomi outperform low-price brands in a category that denotes prestige

PROSPECTS AND OPPORTUNITIES

Rising consumer awareness to act as a major driver of positive sales growth
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Activity bands and analogue activity watches likely to disappear altogether

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