

# Wearable Electronics in France

July 2023

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### 2023 DEVELOPMENTS

Wearable electronics is still the best performer, despite small volume decline

Xiaomi leads overall thanks to strength of activity wearables, while Apple and Samsung top smart wearables

E-commerce remains an important channel for wearable electronics

### PROSPECTS AND OPPORTUNITIES

Growth potential remains, driven by smart wearables and analogue variants

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E-commerce and the omnichannel model will remain key

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