

# Wearable Electronics in South Korea

July 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smartwatches continue to be upgraded with more healthcare tracking capabilities  
Pursuit of “healthy pleasure” amongst millennials and gen Z drives popularity of wearable electronics  
Manufacturers promote unique selling points to win the competition

### PROSPECTS AND OPPORTUNITIES

Manufacturers will need to introduce more attractive high-tech features to revitalise consumers' interest  
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