

# Wearable Electronics in Israel

July 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smart wearables shows the fastest development in volume terms  
Demand for activity bands and digital activity watches continues to decline  
Leading players face growing challenge from more affordable Chinese brands

### PROSPECTS AND OPPORTUNITIES

Rising demand for smartwatches will continue to drive expansion of smart wearables  
Use of smartwatches for functions beyond health and fitness tracking set to increase  
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