

# Wearable Electronics in Hungary

July 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Health-tracking functions and innovative designs boost demand for activity watches (analogue)  
Style and convenience increasingly important  
Leading brands retain loyal consumer base

### PROSPECTS AND OPPORTUNITIES

Rising interest in sports and innovation will drive growth  
Further innovation in smartwatches over the forecast period  
Smart wearables will detect asymptomatic arrhythmias more effectively

### CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2018-2023  
Table 2 - Sales of Wearable Electronics by Category: Value 2018-2023  
Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023  
Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023  
Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023  
Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028  
Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## Consumer Electronics in Hungary - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

### MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023  
Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023  
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023  
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023  
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023  
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023  
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023  
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028  
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028  
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028  
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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