



Wearable Electronics in Austria

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising penetration rate in wearable electronics
Wider distribution in jewellery and watch specialist retailers
Domestic player files for insolvency

PROSPECTS AND OPPORTUNITIES

Plenty of room for penetration rate to rise
Variety of retail channels will help drive sales
No relevant growth expected outside of watches

CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2019-2024
Table 2 - Sales of Wearable Electronics by Category: Value 2019-2024
Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024
Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024
Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029
Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

Consumer Electronics in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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