

Wearable Electronics in Israel

July 2024

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Wearable Electronics in Israel - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Samsung Ring to launch in 2024, with Apple set to hit back with Al integrated features
Haylou & Xiaomi present lower priced alternatives as consumers seek less expensive products
Google Fitbit may suffer due to staff layoffs in Israel in 2024

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Contracting consumer spending power to boost mid-priced brands

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