



**Euromonitor
International**

Wearable Electronics in the United Kingdom

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables leading the category in terms of growth
Apple leads the category followed by other well-known brands
Retail e-commerce is appreciated by consumers for its convenience

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Low penetration offers scope for future growth
Smart rings represents an opportunity, however still a niche segment
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Consumer Electronics in the United Kingdom - Industry Overview

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