



# Wearable Electronics in Canada

August 2025

Table of Contents

## Wearable Electronics in Canada - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Volume sales recover as smart wearables lead growth in 2025  
Fitbit leads in 2025 while Samsung and emerging brands drive growth  
The Costco and Fitbit partnership boosts sales through warehouse clubs

#### PROSPECTS AND OPPORTUNITIES

Workplace wellness initiatives are expected to support growth in wearable electronics  
AI, battery life, and miniaturisation is set to drive innovation in wearables electronics  
There is potential for wearable electronics to play an expanding role in healthcare in Canada

#### CATEGORY DATA

Table 1 - Sales of Wearable Electronics by Category: Volume 2020-2025  
Table 2 - Sales of Wearable Electronics by Category: Value 2020-2025  
Table 3 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025  
Table 4 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025  
Table 5 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025  
Table 6 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025  
Table 7 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025  
Table 8 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030  
Table 9 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030  
Table 10 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030  
Table 11 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

## Consumer Electronics in Canada - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture  
2025 key trends  
Competitive landscape  
Channel developments  
What next for consumer electronics?

#### MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025  
Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025  
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025  
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025  
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025  
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025  
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025  
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030  
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030  
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030  
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wearable-electronics-in-canada/report](http://www.euromonitor.com/wearable-electronics-in-canada/report).