



Euromonitor  
International

# Wearable Electronics in South Africa

August 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health trends and affordable innovation fuel growth in wearable electronics  
Ecosystem integration shapes the competitive landscape for wearable electronics  
Appliance and electronics specialists lead distribution while omnichannel strategies rise

### PROSPECTS AND OPPORTUNITIES

Health awareness, digital lifestyles, and innovation are expected to drive sales in wearable electronics  
Technological innovation is set to drive growth within wearable electronics  
Emerging product innovations are set to transform wearable electronics

### 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 South Africa - 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-south-africa/report](http://www.euromonitor.com/wearable-electronics-in-south-africa/report).