



Wearable Electronics in Taiwan

October 2025

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Wearable Electronics in Taiwan - Category analysis

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2025 DEVELOPMENTS

Wearable electronics returned to positive growth in 2025

Smart wearables remained the largest subcategory in both volume and value

Professional consultation and omnichannel retail supported sales

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Apple maintains leadership, while Xiaomi and Garmin target niches

Expansion of portfolios and entry of new brands expected

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