



Wearable Electronics in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume growth for wearable electronics is driven by ongoing health trends and new devices
Apple AB leads wearable electronics in 2025, driven by innovation and ecosystem synergy
Retail e-commerce leads distribution of wearable electronics as click-and-collect services expand

PROSPECTS AND OPPORTUNITIES

Smart wearable is set to drive sales of wearable electronics across the forecast period
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AI integration is set to fuel innovation within wearable electronics

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DISCLAIMER

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