



Wearable Electronics in Thailand

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart wearables continues to drive growth due to features and functionality
Apple draws level with Xiaomi due to brand loyalty and its premium image
Omnichannel strategy allows companies to attract consumers however they want to shop

PROSPECTS AND OPPORTUNITIES

As consumers look for better health insights and smart features, smart wearables is set to drive growth
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