



# Wearable Electronics in Brazil

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## Wearable Electronics in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Smart wearables pull the category forward as fitness bands mature  
Premium brands defend as Chinese players achieve scale through wearable adoption  
Through try-outs and quick comparisons, retail e-commerce keeps quietly gaining ground

#### PROSPECTS AND OPPORTUNITIES

Growth continues as wearables evolve from gadget to habit  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/wearable-electronics-in-brazil/report](http://www.euromonitor.com/wearable-electronics-in-brazil/report).