



# Passport

## Wearable Electronics in India

Euromonitor International

October 2023

This sample report is for illustration  
purposes only.

Some content and data have been  
changed.

To purchase a full version, please visit  
[www.euromonitor.com](http://www.euromonitor.com)

# LIST OF CONTENTS AND TABLES

Wearable Electronics in India - Category Analysis .....	1
KEY DATA FINDINGS.....	1
2023 DEVELOPMENTS.....	1
Declining unit prices and rising health concerns fuel growth of wearable electronics .....	1
Noise continues to lead wearable electronics in india.....	1
Activity bands lose favour among indian consumers .....	2
PROSPECTS AND OPPORTUNITIES.....	2
Growing importance of health tracking and rising smartphone penetration to drive category growth .....	2
E-commerce to remain a dominant distribution channel.....	2
Wearable devices to evolve from technological advancements and design .....	3
CATEGORY DATA.....	3
Table 1 Sales of Wearable Electronics by Category: Volume 2018-2023 .....	3
Table 2 Sales of Wearable Electronics by Category: Value 2018-2023.....	3
Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023 .....	4
Table 4 Sales of Wearable Electronics by Category: % Value Growth 2018-2023 .....	4
Table 5 NBO Company Shares of Wearable Electronics: % Volume 2019-2023 .....	4
Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023 .....	4
Table 7 Distribution of Wearable Electronics by Channel: % Volume 2018-2023 .....	5
Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028 .....	6
Table 9 Forecast Sales of Wearable Electronics by Category: Value 2023-2028 .....	6
Table 10 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028 .....	6
Table 11 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028.....	7
Consumer Electronics in India - Industry Overview .....	8
EXECUTIVE SUMMARY .....	8
Consumer electronics in 2023: The big picture.....	8
2023 key trends .....	8
Competitive landscape .....	9
Retailing developments .....	9
What next for consumer electronics?.....	10
MARKET DATA.....	10
Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023.....	10
Table 13 Sales of Consumer Electronics by Category: Value 2018-2023.....	11
Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023 .....	11
Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023 .....	11

Table 16	NBO Company Shares of Consumer Electronics: % Volume 2019-2023 .....	11
Table 17	LBN Brand Shares of Consumer Electronics: % Volume 2020-2023 .....	12
Table 18	Distribution of Consumer Electronics by Channel: % Volume 2018-2023 .....	13
Table 19	Forecast Sales of Consumer Electronics by Category: Volume 2023-2028 .....	14
Table 20	Forecast Sales of Consumer Electronics by Category: Value 2023-2028 .....	14
Table 21	Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028 .....	15
Table 22	Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028 .....	15
DISCLAIMER .....		15
SOURCES.....		15
Summary 1	Research Sources.....	15

# WEARABLE ELECTRONICS IN INDIA - CATEGORY ANALYSIS

## KEY DATA FINDINGS

Content removed from sample

## 2023 DEVELOPMENTS

Declining unit prices and rising health concerns fuel growth of wearable electronics

Content removed from sample

Noise continues to lead wearable electronics in india

Content removed from sample

**Content removed from sample**

Activity bands lose favour among indian consumers

**Content removed from sample**

### **PROSPECTS AND OPPORTUNITIES**

Growing importance of health tracking and rising smartphone penetration to drive category growth

**Content removed from sample**

E-commerce to remain a dominant distribution channel

**Content removed from sample**

## Wearable devices to evolve from technological advancements and design

Content removed from sample

### CATEGORY DATA

Table 1 Sales of Wearable Electronics by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- Activity Wearables	Data removed from sample					
-- Activity Bands						
-- Activity Watch (Analogue)						
-- Activity Watch (Digital)						
- Smart Wearables						
Wearable Electronics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Wearable Electronics by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Activity Wearables	Data removed from sample					
-- Activity Bands						
-- Activity Watch (Analogue)						
-- Activity Watch (Digital)						
- Smart Wearables						
Wearable Electronics						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023**

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
- Activity Wearables	<b>Data removed from sample</b>		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4 Sales of Wearable Electronics by Category: % Value Growth 2018-2023**

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- Activity Wearables	<b>Data removed from sample</b>		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

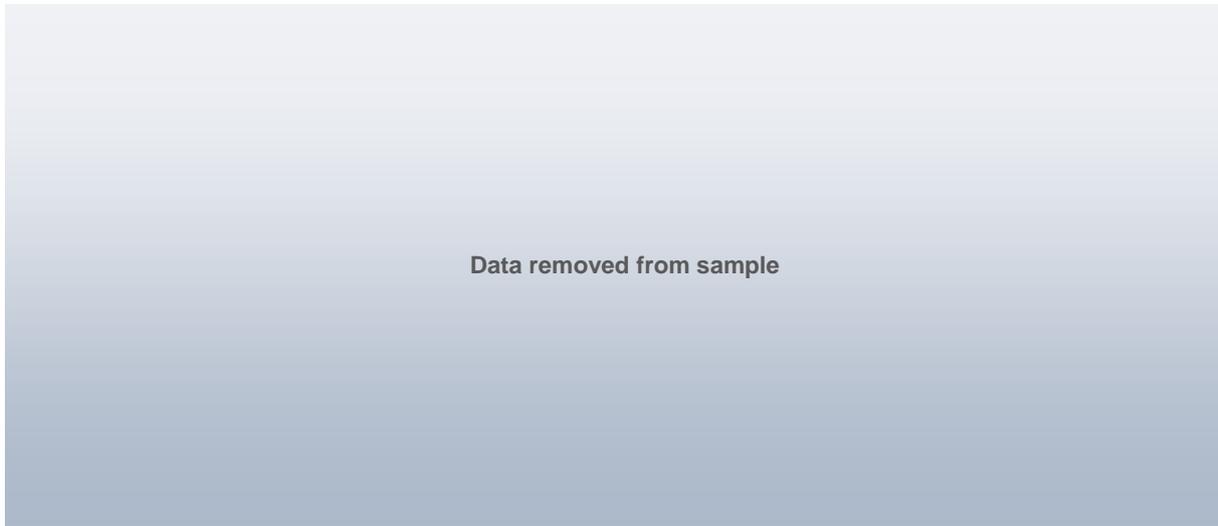
**Table 5 NBO Company Shares of Wearable Electronics: % Volume 2019-2023**

% retail volume Company	2019	2020	2021	2022	2023
<b>Data removed from sample</b>					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023**

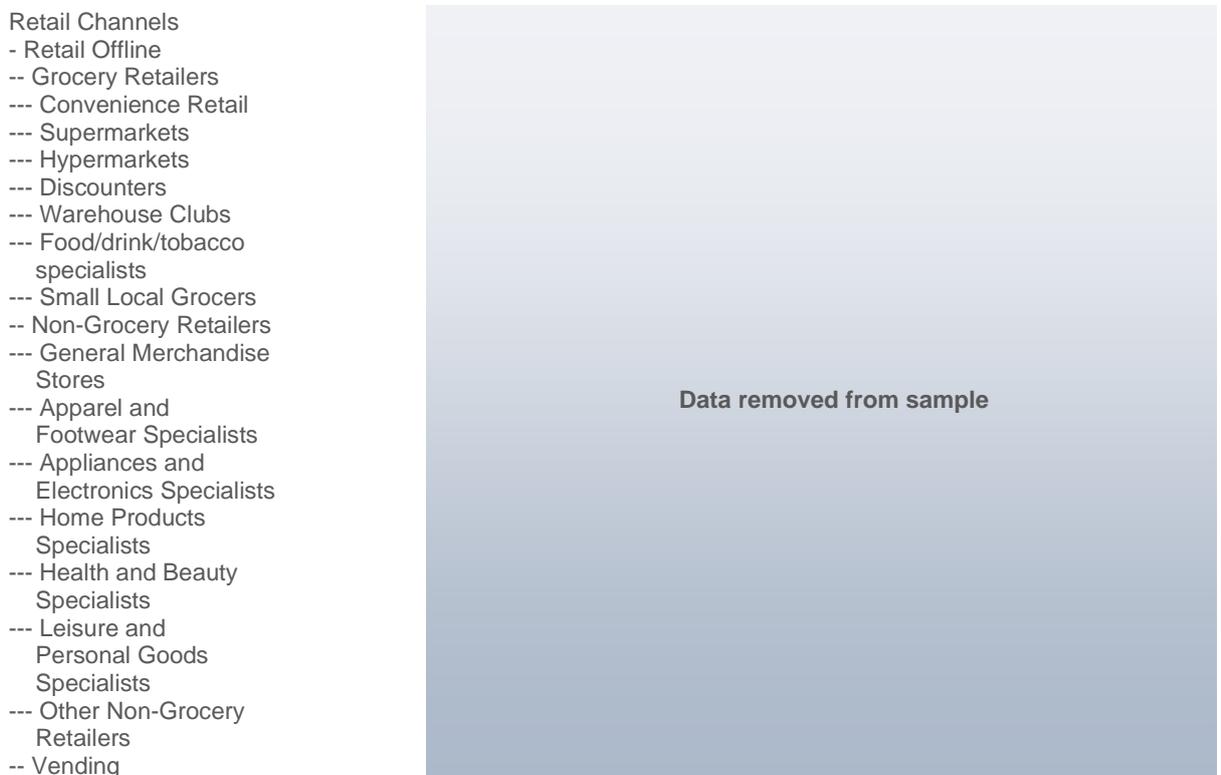
% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 7** Distribution of Wearable Electronics by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
-----------------	------	------	------	------	------	------



-- Direct Selling  
- Retail E-Commerce  
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028**

'000 units

2023 2024 2025 2026 2027 2028

- Activity Wearables  
-- Activity Bands  
-- Activity Watch  
(Analogue)  
-- Activity Watch  
(Digital)  
- Smart Wearables  
Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9 Forecast Sales of Wearable Electronics by Category: Value 2023-2028**

INR million

2023 2024 2025 2026 2027 2028

- Activity Wearables  
-- Activity Bands  
-- Activity Watch  
(Analogue)  
-- Activity Watch  
(Digital)  
- Smart Wearables  
Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028**

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

- Activity Wearables  
-- Activity Bands  
-- Activity Watch (Analogue)  
-- Activity Watch (Digital)  
- Smart Wearables  
Wearable Electronics

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
- Activity Wearables	<b>Data removed from sample</b>		
-- Activity Bands			
-- Activity Watch (Analogue)			
-- Activity Watch (Digital)			
- Smart Wearables			
Wearable Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

# CONSUMER ELECTRONICS IN INDIA - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Consumer electronics in 2023: The big picture

Content removed from sample

### 2023 key trends

Content removed from sample

**Content removed from sample**

**Competitive landscape**

**Content removed from sample**

**Retailing developments**

**Content removed from sample**

Content removed from sample

What next for consumer electronics?

Content removed from sample

## MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

'000 units

	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					

In-Car Entertainment  
In-Home Consumer  
Electronics  
Portable Consumer  
Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 13 Sales of Consumer Electronics by Category: Value 2018-2023**

INR million

2018 2019 2020 2021 2022 2023

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer  
Electronics  
Portable Consumer  
Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023**

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer Electronics  
Portable Consumer Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023**

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals  
In-Car Entertainment  
In-Home Consumer Electronics  
Portable Consumer Electronics  
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023**

% retail volume

Company	2019	2020	2021	2022	2023
---------	------	------	------	------	------

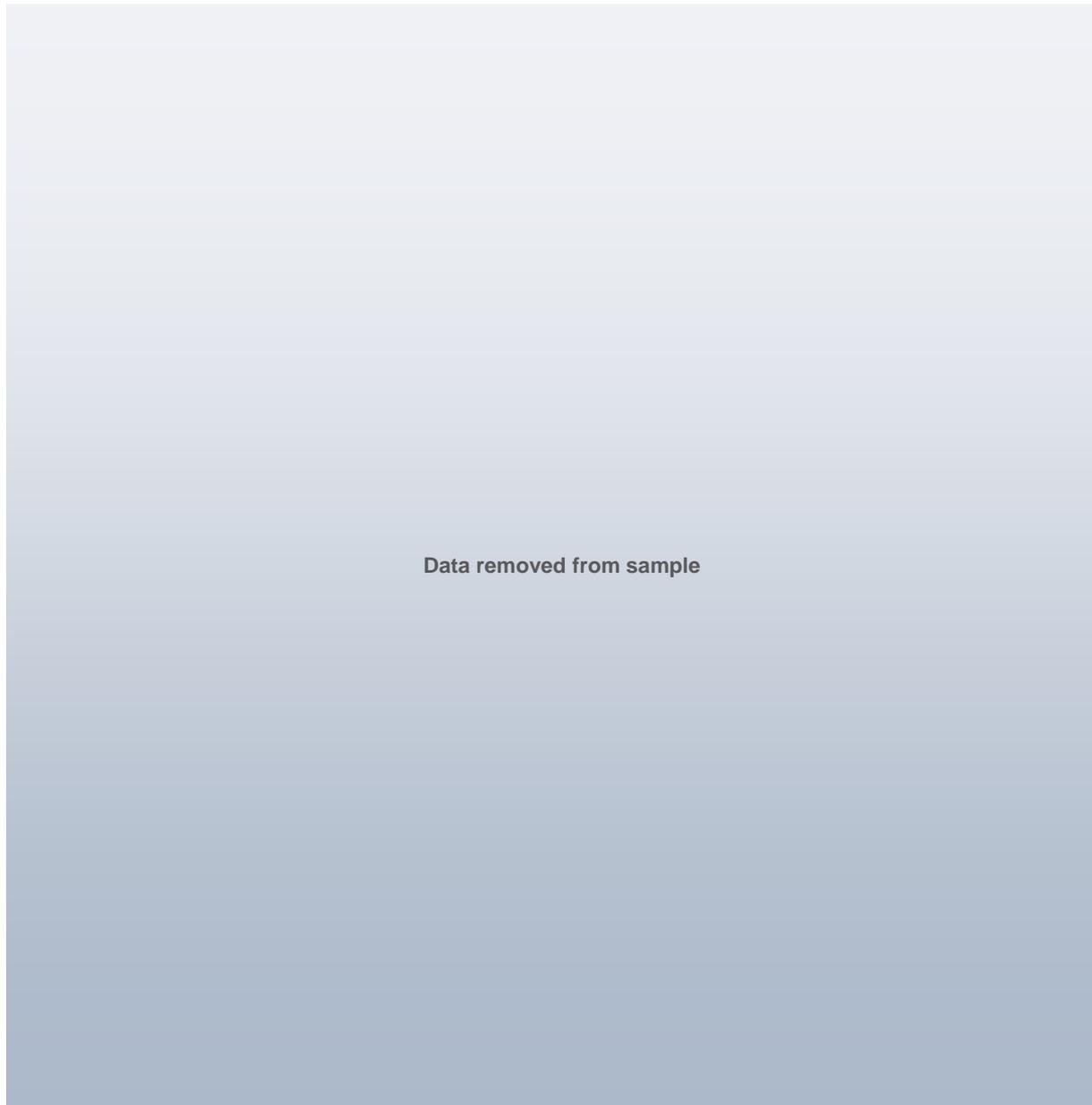
**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 17** LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
--------------------------------	---------------	------	------	------	------

**Data removed from sample**

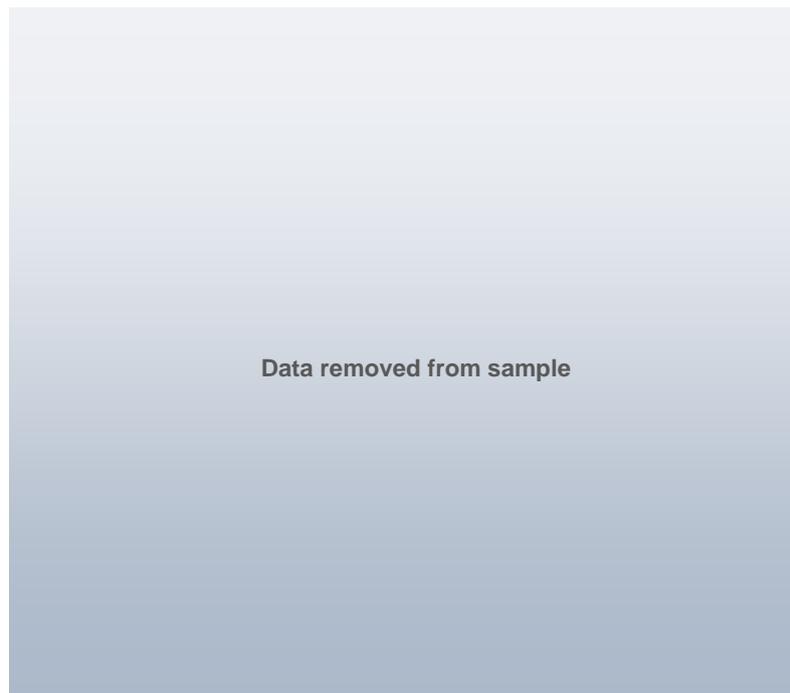


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 18**      **Distribution of Consumer Electronics by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	<b>Data removed from sample</b>					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						

- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028**

'000 units	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028**

INR million	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028**

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers and Peripherals	<b>Data removed from sample</b>		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028**

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Computers and Peripherals	<b>Data removed from sample</b>		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

## DISCLAIMER

Forecast and scenario closing date: 10 July 2023

Report closing date: 24 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

## SOURCES

Sources used during research include the following:

### Summary 1 Research Sources

Official Sources

**Content removed from sample**

Trade Associations

[Redacted]

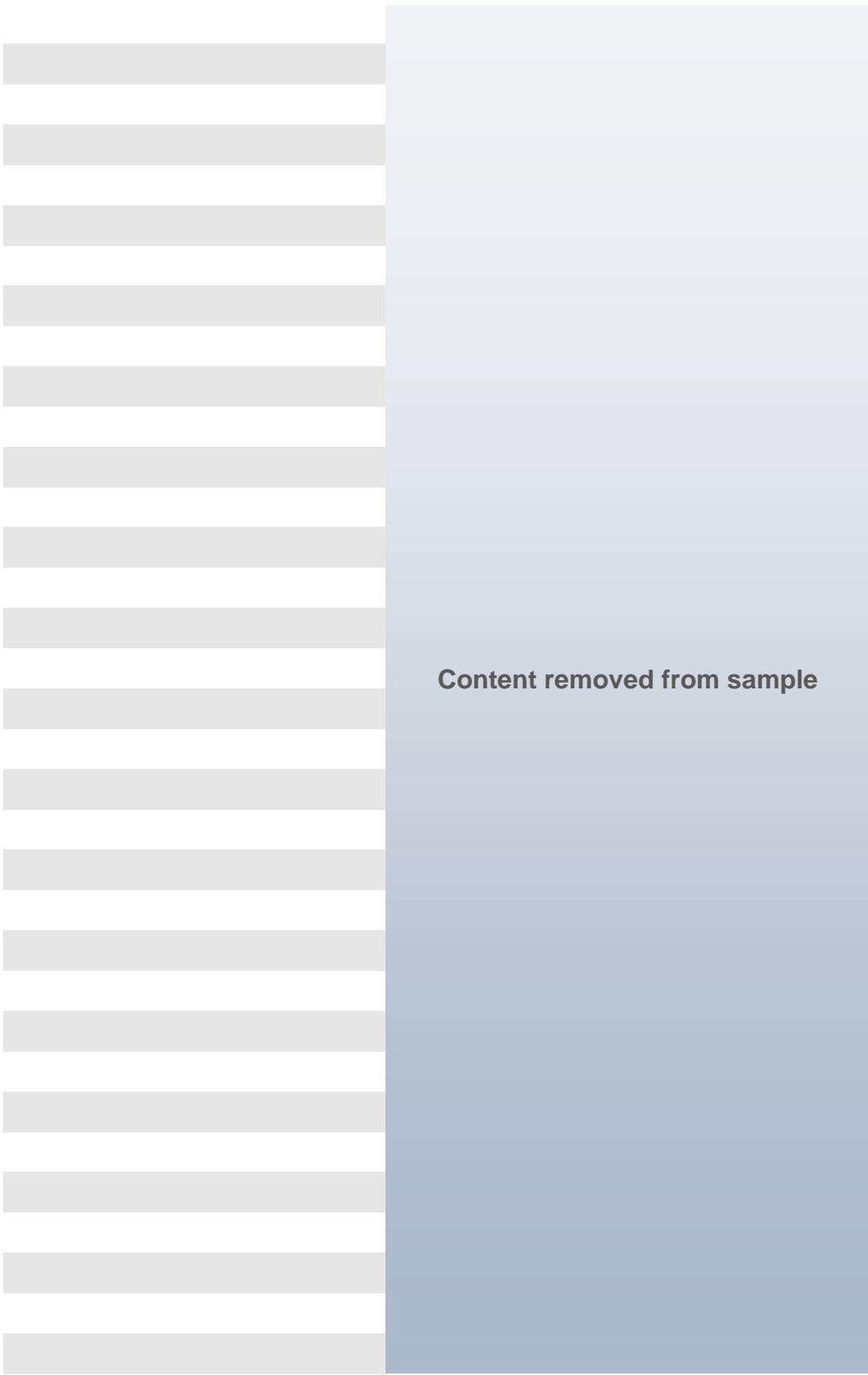
[Redacted]

[Redacted]

Trade Press

[Redacted]

**Content removed from sample**



**Content removed from sample**



Source: Euromonitor International