



Euromonitor
International

Wearable Electronics in Argentina

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A strong recovery in 2025 is driven by activity wearables and smart wearables

Solnik SA leads with Xiaomi while Emp Electronics SA gains ground with Noganet

Appliances and electronics specialists share distribution with retail e-commerce and other non-grocery retailers

PROSPECTS AND OPPORTUNITIES

Strong import conditions and lifestyle shifts will drive growth in wearable electronics

Engagement in sports and rising consumers awareness is expected to boost sales

Aspirational drivers are set to impact sales of smartwatches over the forecast period

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