



Euromonitor
International

Wearable Electronics in Germany

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Smart rings positively impact growth in wearable electronics

Competitive landscape is characterised by the emergence of new brands, especially those offering smart rings

Appliances and electronics specialists favoured for testing wearable electronics, but sales mainly take place online

PROSPECTS AND OPPORTUNITIES

Health trend expected to have a positive impact in the forecast period

Blood pressure measurement demanded in Germany, and medical certifications will play an important role

There is a major potential for wearable electronics in collaboration with AI-assisted personal coaching and counselling

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DISCLAIMER

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