



Wearable Electronics in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Small volume sales for wearable electronics, led by smart wearables
Xiaomi maintains overall lead, while Huawei leads smart wearables
Retail e-commerce holds the largest share of sales for wearable electronics

PROSPECTS AND OPPORTUNITIES

Ongoing positive sales, with smart wearables and activity watches (analogue) suiting different consumer needs
A wide variety of digital and technological advancements expected, with a focus on health-monitoring and AI
Personalisation set to appeal to consumers seeking functionality with fashion, with developments also expected in business

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