

# Samsung Corp in Consumer Electronics

September 2023

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Smartphones dominate Samsung's consumer electronics sales

Executive summary

## STATE OF PLAY

Samsung remains the number one consumer electronics player globally

Samsung leads the regional markets in Western Europe and Latin America

Strong competition from both Apple and the Chinese players BBK and Xiaomi

Value growth coming mostly from market momentum

Falling revenues to be turned around by new product launches in July 2023?

## EXPOSURE TO FUTURE GROWTH

Smartphones will account for the bulk of Samsung's new sales

Samsung expected to maintain its leading position in consumer electronics

## COMPETITIVE POSITIONING

Shenzhen Zhixin New Information Technology makes major gains

Samsung's main competitor overlap remains with Apple

Services revenues increasingly important for Apple

Samsung's key categories and markets

Samsung's key brands

Apple and Samsung take different approaches to being content/service providers

Samsung pushing the ecosystem approach

Samsung aiming for Net Zero by 2050

## PORTABLE CONSUMER ELECTRONICS

Asia Pacific continues to lead Samsung's portable consumer electronics sales

Mobile phones dominate Samsung's portable consumer electronics sales

Fifth-generation smartphones to help boost sales in the coming years

## COMPUTERS AND PERIPHERALS

North America is Samsung's biggest computers and peripherals region

Sales of tablets outweigh those of monitors in all but China for Samsung's top 10 markets

New Galaxy Tab S9 series should help drive Samsung's tablet sales

## IN-HOME CONSUMER ELECTRONICS

Asia Pacific leads in in-home electronics for Samsung

Home video – televisions – dominate sales in all of Samsung's top 10 countries

US and Australia expected to offer strong returns in OLED TV sales

## KEY FINDINGS

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Projected company sales: FAQs

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