

# World Market for Consumer Electronics

September 2023

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### INTRODUCTION

Scope Examining five trends shaping consumer electronics

### STATE OF THE INDUSTRY

The slowing economy impacts demand for consumer electronics Recovery expected in 2024 after two years of struggle India and Indonesia outperforming the sluggish global economy Low-priced portable devices like TWS earbuds driving forecast demand India, Indonesia and Brazil emerging as the next big battleground for manufacturers E-commerce accelerates during lockdowns and growth expected to continue Appliances and electronics specialists still critical to the omnichannel experience

#### LEADING COMPANIES AND BRANDS

Leading brands utilising their financial might to maintain their lead over their competitors Duopoly of Samsung and Apple continues Oppo and Vivo struggle to differentiate themselves from competition Honor conquers China and sets its sight on world domination

#### TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping consumer electronics Affordable products with more features integrated will be key growth driver Duopoly of Samsung and Apple outspending their rivals to extend their lead Smart homes to make connected devices an integral part of the consumer's lifestyle Slowing forecast sales due to pandemic binge-buying Extended Reality (XR) as part of the consumer purchase experience

#### MARKET SNAPSHOTS

Global snapshot of consumer electronics Global snapshot of computers and peripherals Global snapshot of in-car entertainment Global snapshot of in-home consumer electronics Global snapshot of portable consumer electronics Regional snapshot: Asia Pacific Regional snapshot: North America Regional snapshot: Latin America Regional snapshot: Western Europe Regional snapshot: Middle East and Africa Regional snapshot: Eastern Europe Regional snapshot: Australasia

#### APPENDIX

Definitions

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