

Corporate Strategies in Consumer Electronics

November 2021

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Key findings

GLOBAL OUTLOOK

Sales of consumer electronics jumped in 2021 amid COVID-19 Cost-conscious consumers benefits Chinese phone brands

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Market strategy of top three laptop manufacturers
Leading companies in portable consumer electronics
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Premiumisation hurts Sony share in headphones market
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KEY TRENDS SHAPING CONSUMER ELECTRONICS

BBK Electronics overtakes long-time leader Samsung BBK brands are undercutting Samsung

KEY TRENDS SHAPING CONSUMER ELECTRONICS - AFFORDABLE FLAGSHIPS

Flagship killer is a sprint, not a marathon

Vertical integration to ensure product design flexibility

Vertical integration extends beyond semiconductors

Korean companies have a wide spectrum of business units

"Right to repair" legislation faces difficulties (for now)

Right to repair/Modular laptops and phones

Companies reinventing business models to drive revenue growth

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About Euromonitor International

Services bundles to ease consumers into an ecosystem

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 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

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