

Voice of the Industry: Consumer Electronics 2021

July 2021

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Voice of the Industry: Consumer Electronics snapshot

MARKET OUTLOOK

COVID-19 had a more positive impact on sales for companies

Most companies expect strong recovery in 2021

Cautious spending in 2020 and a rebound in 2021 as situation improves

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Companies reinventing business models to drive revenue growth

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Cost and large installed base are reasons to use Google and Alexa

ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry survey series

Respondents

About Euromonitor International

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