

# Consumer Electronics: Quarterly Statement Q1 2021

March 2021

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Scope

Key findings

## Q1 CONSUMER ELECTRONICS UPDATE

Recovery in 2021 as consumers get used to the new normal

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Laptops and wearables benefited from the pandemic in 2020

An Indian summer for laptops

Processor war to trigger a decline in PC sales

Smartphones suffered largest decline for a decade

Cheap phones proving popular

Netflix drives sales of LCD TVs as streaming services grow in tandem

Xiaomi and TCL benefit as consumers seek better value in TVs

Resurrection of LCD TVs through innovation

Renewed focus on health leads to stronger sales of wearables

Smart wearables offer affordable indulgence

Apple Watch leads the way despite later entry

V-shaped recovery has different impact on different products

## Q1 MACROECONOMIC UPDATE

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Uncertainty remains high, but with a more optimistic tilt

Real GDP annual growth forecasts and revisions from last quarter, AE (% , percentage points)

Real GDP annual growth forecasts and revisions from last quarter, EMDE (% , percentage points)

COVID-19 scenarios summary

## ABOUT OUR INDUSTRY FORECAST MODEL

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## About Euromonitor International

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer 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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