

# Consumer Electronics: Quarterly Statement Q4 2021

December 2021

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Scope

Key findings

## Q4 2021 CONSUMER ELECTRONICS UPDATE

Consumer electronics expected to see a full recovery in 2022

More markets show higher sales from Q4's upgrade

Headphones: Demand boosted by the pandemic and sustained

Laptops: Work-from-home benefits long-term outlook

Preventative health accelerates higher of adoption of wearables

Impact of supply constraints on shipment is likely to linger

Component shortages cause prices to increase

Technological innovation still the core driving force for growth

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Apple: strong iPhone sales in China

Globalisation of Chinese smartphone brands

...could be attributed to multibrand and "flagship killer" strategy

Divorcing Huawei, Honor is reborn

## Q4 2021 MACROECONOMIC UPDATE

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Real GDP annual growth forecasts and revisions from last quarter, AE

Real GDP annual growth forecasts and revisions from last quarter, EMDE

## ABOUT OUR INDUSTRY FORECAST MODEL

About Consumer Electronics forecast updates

Euromonitor International and COVID-19: Forecasts and analysis

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## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-electronics-quarterly-statement-q4-2021/report](https://www.euromonitor.com/consumer-electronics-quarterly-statement-q4-2021/report).