Euromonitor International

Consumer Electronics in the US

September 2025

Table of Contents

Consumer Electronics in the US

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025
Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025
Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume sales rise amid increasing AI integration
Lack of new entrants allows Dell, HP and Apple to maintain leadership
E-commerce continues to lead distribution amid renewed interest in in-person shopping, while players invest more in optimal gameplay

PROSPECTS AND OPPORTUNITIES

Future growth prospects hampered by despite disruptive interventions
Increased AI adoption set to push replacement rates even more, as impact of gaming continues
NPUs and chipset updates should support future growth

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025
Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025
Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025
Table 16 - Sales of Computers by Category: Business Volume 2020-2025
Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025
Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025
Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025
Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025
Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025
Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025
Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

In-Car Entertainment in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Factory-installed systems and smartphone integration drive decline in volume sales
Kenwood maintains overall leadership within a stable competitive landscape
E-commerce dominates distribution as digital-first drives demand

PROSPECTS AND OPPORTUNITIES

Persistent decline forecast as factory systems improve
Generational declines in car ownership will further undermine future demand
Niche demand offers limited support for in-car entertainment

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Home Audio and Cinema in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home audio continues its downward trend in 2025
Sony’s brand recognition ensures player maintains overall leadership
E-commerce at the forefront, though store-based retail still has room to

PROSPECTS AND OPPORTUNITIES

Smaller homes and pricing concerns continue to hamper growth, though nostalgia for vinyl may provide some relief
Competition from affordable East Asian brands could revitalise the landscape pending tariff impact and fallout
Manufacturers should look to improve sizing and immersion

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025
Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025
Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025
Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030
Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030
Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030
Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

OLED TVs drives growth in home video in 2025
Samsung overtakes TCL to lead a landscape marked by polarisation in pricing
E-commerce remains favoured channel for home video purchases

PROSPECTS AND OPPORTUNITIES

Growth in televisions set to remain flat as tariffs create disruptive context
OLED TVs will see further growth, while LCD options will remain popular with budget-strained consumers
8K, mini-LED, and QLED televisions on the horizon with AI set to expand

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025
Table 54 - Sales of Home Video by Category: Value 2020-2025
Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025
Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025
Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025
Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025
Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025
Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025
Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030
Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030
Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030
Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030
Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless headphones sees temporary slowdown as pricing trends diverge
Apple leads, and Motorola launches premium earbuds in collaboration with Swarovski
E-commerce dominates as hypermarkets and warehouse clubs gain ground

PROSPECTS AND OPPORTUNITIES

Lifestyle integration will define the next era of wireless headphones
Push towards premium continues to shape category dynamics
Battery life and charging innovation to remain competitive battlegrounds

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025
Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Imaging devices faces shrinking demand but hold values through premiumisation
Tariffs fuel pricing volatility and consumer caution in 2025
E-commerce and social media selling platforms slowly reshape distribution

PROSPECTS AND OPPORTUNITIES

Nostalgia and aesthetic appeal will drive renewed interest in compact cameras
Digital camcorders set to see persistent struggles
AI as driving force behind the evolution of imaging devices

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Smartphones drives growth in mobile phones in 2025
Apple retains leadership with Samsung in second place
E-commerce remains biggest distribution channel

PROSPECTS AND OPPORTUNITIES

Tariff strategies will have biggest impact on mobile phones
Mobile phones embrace AI and look to power its functionality
Brands set to leverage wearables for added value as foreign entrants continue to permeate

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players faces accelerated decline as relevance fades
Amazon maintains leadership in a shrinking portable players market
E-commerce holds steady as the dominant channel for portable players

PROSPECTS AND OPPORTUNITIES

Marshall raises the bar with feature-rich Kilburn III
Innovation breathes life into wireless speakers
Importance of niche positioning and strategic targeting, with audio books set to disrupt e-readers

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
Table 102 - Sales of Portable Players by Category: Value 2020-2025
Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in the US

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wearable electronics faces short-term pressures before forecast rebound
Smart wearables accounts for most sales amid volume pressure and price gains
E-commerce remains the cornerstone of wearable electronics sales

PROSPECTS AND OPPORTUNITIES

AI integration will continue to transform the wearable experience
Smart rings and new form factors set to drive next wave of growth
The future of wearables is specialised and personalised

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025
Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- 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-in-the-us/report.