

# Sony Corp in Consumer Electronics

November 2022

Table of Contents

## INTRODUCTION

Scope

Executive summary

## STATE OF PLAY

Top companies at a glance

Sony Corp's Global Footprint

Company overview

Growth decomposition

The convergence of social and entertainment: Sony's strategy

Crunchyroll acquisition to expand direct-to-consumer anime services

Sony's strategy is profit generation and investment for growth

Top-tier equipment to satisfy the needs of a tech-savvy consumer

Key strategic objectives and challenges

## EXPOSURE TO FUTURE GROWTH

Exposure to growth

Strong demand for premium headphones will benefit Sony

## COMPETITIVE POSITIONING

R elative performance

Key categories and markets

Key brands

#### HOME VIDEO

Television sales by region

Top countries by category

Projected television sales

PlayStation 5 fosters television sales

#### **SMARTPHONES**

Smartphone sales by region

Top countries by category

Projected smartphone sales

## **HEADPHONES**

Headphone sales by region

## **KEY FINDINGS**

Key findings

#### **APPENDIX**

Projected company sales: FAQs (1) Projected company sales: FAQs (2)

## 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/sony-corp-in-consumer-electronics/report.