

Where Consumers Shop for Consumer Electronics

November 2020

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Scope

Key findings

INDUSTRY SNAPSHOT

COVID-19 hits consumer electronics market in 2020

Portable consumer electronics sees a big slump

An industry under pressure worldwide

IMPACT OF CORONAVIRUS

Computer and peripherals were highly affected by COVID19

Impact on store-based channels

Sales will be less dependent on specialist retailers in the future

CHANNEL SHIFTS

COVID-19 triggered a channel shift in consumer electronics

Non-store retailing keeps growing in all regions

Non-store retailing sees rapid growth in most regions

STORE-BASED CHANNELS

Electronics and appliances specialist retailers dominate the scene

Electronics and appliances retailers remain the backbone

Store-based retailers caught off guard by the pandemic

Leading companies in the specialist channel

Private label focuses on in-home consumer electronics

NON-STORE CHANNELS

Internet retailing dominates non-store and keeps growing

E-commerce keeps growing and taking share from other channels

E-commerce shows double digit-growth across all categories

E-commerce the channel of the future?

Rapid growth due to COVID-19, particularly in North America

Leading companies in internet retailing

FUTURE DEVELOPMENTS

Consumer electronics will grow slowly and steadily

Retailers will become more consumer orientated

Key takeaways

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