

# Consumer Electronics: Quarterly Statement Q4 2020

December 2020

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#### INTRODUCTION

Scope

Euromonitor International and COVID-19: forecasts and analysis

Consumer Electronics: COVID-19 data and reporting timeline

Key findings

### **DRIVERS**

How macro trends are driving consumer electronics

Themes impacting sales of consumer electronics

Income elasticities support broader consumer electronics analysis

Soft drivers: how we quantify these COVID-19-specific effects in the IFM

#### **Q4 MACROECONOMIC UPDATE**

Summer was more optimistic, but the pandemic starts the second wave

In our baseline view, economies start rebounding in 2021

Three scenarios examining the impact of a more severe outbreak

Our view in short

Forecast real GDP growth in 2020 under different scenarios

#### Q4 CONSUMER ELECTRONICS UPDATE

The industry is impacted by pandemic but fast recovery expected

Wearables and computers benefit from the pandemic

Computers and peripherals

Lockdown highlighted the importance of the laptop as a productivity tool

Computers and peripherals: laptops Computers and peripherals: t ablets Computers and peripherals: m onitors Computers and peripherals: printers

Hometainment gains traction and low-cost brands revive TV sales

In-home consumer electronics

In-home consumer electronics: LCD TVs In-home consumer electronics: OLED TVs

Higher profit margins for incumbents despite declining sales

In-car entertainment

Renewed focus on health provides a boost to wearables

Portable consumer electronics

Portable consumer electronics: wireless speakers
Portable consumer electronics: smartphones
Portable consumer electronics: activity wearables
Portable consumer electronics: smart wearables
Brazil: growth projected despite cautious spending
China: quick recovery despite double whammy
The US: trouble in the world's largest economy

#### OPPORTUNITIES AND CONCLUSION

Impact of the pandemic varies between products

Permanent change in consumers' behaviour

Rise of affordable flagship brands

Acceleration of production beyond China expected

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About Euromonitor International's Industry Forecast Model

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