Euromonitor International

World Market for Consumer Electronics

July 2024

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STATE OF THE INDUSTRY

Recovery from 2024, as companies focus on high-value products to drive profitability
Connected generation driving sales of portable devices like smartphones and headphones
Different strategies for companies competing in Asia Pacific compared to the US
Portable products driving growth, but laptops and TVs are still key for some manufacturers
India's rapid growth driven by private consumption, while the US offers a moat to Apple
E-commerce dominates, but specialist retailers are still important in some markets

LEADING COMPANIES AND BRANDS

Budget-conscious consumers spending on brands offering better value
Drive for innovation helped Apple maintain its lead over other competitors
Galaxy Ring offers affordable indulgence, while helping Samsung grow its revenues
Making the right noise with wearables for the Indian consumers
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About Euromonitor International

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