Euromonitor International

Consumer Electronics and Appliances Brand Partnerships Address Key Trends: CES 2023

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INTRODUCTION

Scope
Following a correction in sales in 2022, moderate growth is projected in the forecast period
Manufacturers target the premium consumer to drive growth over the forecast period

GLOBAL TRENDS IN CONSUMER APPLIANCES AND ELECTRONICS

Brands utilise partnerships to lead the market in sustainability, connectivity and wellness
Brands use partnerships to implement sustainable practices throughout the product lifecycle
Brands use partnerships to enhance the value of connected devices to consumers
Brands use partnerships to build products and systems that support consumer wellness

CES 2023: BRAND PARTNERSHIPS ENHANCING CONNECTIVITY, SUSTAINABILITY AND WELLNESS

Sustainability: Panasonic partners with ERI, Redwood Materials and MRM to reduce waste
Panasonic's partnerships enhance supply chain circularity and reputation for sustainability
Sustainability: Samsung partners with Patagonia to reduce microplastics released into oceans
Samsung secures sustainability clout with Patagonia partnership
Connectivity: TCL partners with Samba TV to bring the next generation of smart TVs
Case Study: TCL transforms TV viewing experience with Samba TV's advanced AI features
Wellness and Connectivity: Labrador partners with Amazon to provide at-home assistive care
Labrador improves functionality of personal robot with Amazon integrated voice assistant
Wellness and Connectivity: LG Electronics and SleepWave help users get a better night's sleep
LG enters growing sleep aid tech space with SleepWave's advanced sleep assistive features

KEY TAKEAWAYS

Key takeaways for consumer appliances and electronics brands

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-and-appliances-brand-partnerships-address-key-trends-ces-2023/report.