Euromonitor International

Top Five Trends in Consumer Electronics

October 2026

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Our expert’s view of consumer electronics in 2026
Key findings

INTRODUCTION

Modest forecast growth but consumers still spend where it counts
Top five trends in consumer electronics
Top five trends uncovered

VALUE FOR MONEY WINS THE WALLET

Economic headwinds reinforce value-driven spending
Cheap no longer means basic as affordable brands close the feature gap
Growth now follows value, not simply lower price or brand prestige

EXTENDED UPGRADE CYCLE

Consumers are not upgrading as often but spending has not gone away
Extended financing prolongs replacement cycle of smartphones
Less sales as consumers are keeping their existing products longer

AI GOES MAINSTREAM

AI becomes just another feature, raising expectations for smarter experiences
AI becomes a standard part of the device experience
Growth opportunities shift as AI evolves from feature to experience

EMERGING MARKETS DRIVE GROWTH

A growing middle class is creating the next growth engine for emerging markets
Winning emerging markets through accessible technology
Value-for-money positioning unlocks growth opportunities in emerging markets

SELECTIVE PREMIUMISATION

Consumers are buying fewer devices but spending more on meaningful upgrades
Premium TWS earbuds show consumers still pay for meaningful upgrades
Consumers still pay more for products that deliver clear value

CONCLUSION

Future implications
Opportunities for growth

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