



Voice of the Industry: Consumer Electronics 2022

May 2022

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SCOPE OF THE REPORT

Voice of the Industry: Consumer Electronics snapshot

MARKET OUTLOOK

Overall positive expectations for 2022

More than half respondents expect supply shortages

Excess stockpiling could delay full recovery of supply chains

Concerns around impact of supply shortages on industry sales

BUSINESS MODEL AND INDUSTRY INNOVATIONS

E-commerce and new technologies are the focus areas for companies

E-commerce and new technology investment still booming in 2022

The willingness of companies to relocate has reduced significantly

Tech companies are shifting their target to Gen Zers

Differences between millennials and Gen Z

Supply chain crunch forced firms to focus on higher margin products

VOICE COMMERCE

Cost and large installed base are reasons to use Google and Alexa

Voice commerce still struggling to gain traction

ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry survey series

Respondents

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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