



Consumer Electronics in the US

July 2024

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Apple's iPad launches drive growth in the previously declining tablets category
As the gaming market grows, manufacturers build devices for optimal gameplay

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

- Continued decline for home audio and cinema moving forward
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Growth in TWS earbuds and wireless headbands despite economic uncertainty

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DJI Osmo Pocket 3 launch attracts some vloggers away from smartphones

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Foldables see some interest as brands seek differentiation in a mature market

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Garmin’s Venu 3 inclusive smartwatch features wheelchair user mode

Oura Ring set to disrupt the category in 2024

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