

Consumer Electronics in China

August 2025

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Government stimulus measures drive growth for computers and peripherals

The leading Lenovo and Huawei brands see sales growth, but are outperformed by Honor

Despite its dominance, retail e-commerce sees the strongest sales growth in 2025

PROSPECTS AND OPPORTUNITIES

Growth will be driven by ongoing economic development and evolving consumption patterns

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Philips maintains its lead, in part due to advanced Al noise reduction algorithms

Retail e-commerce becomes the dominant channel, utilising 3D interactive tools

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Retail e-commerce continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

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Wearable Electronics in China

KEY DATA FINDINGS

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Although Huawei and Xiaomi maintain their leading positions, smaller players see stronger growth

Fast delivery and livestreaming contribute to continued growth for retail e-commerce

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