

Consumer Electronics in Hong Kong, China

August 2024

Table of Contents

Consumer Electronics in Hong Kong, China

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

- Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 2 Sales of Consumer Electronics by Category: Value 2019-2024
- Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Hong Kong, China.

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging economic headwinds lead to shrinking demand for computers and peripherals Demand for peripherals continues to decline following 2020's surge

Major players retain their strength due to brand trust

PROSPECTS AND OPPORTUNITIES

Laptops to remain stronger performer, while retail volume sales of overall computers will remain under pressure Printer sales to continue declining as sustainability concerns increase with a greater shift towards digitalisation Distribution to shift back to online platforms as physical showrooms close

- Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 16 Sales of Computers by Category: Business Volume 2019-2024
- Table 17 Sales of Computers by Category: Business Value MSP 2019-2024
- Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

- Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
- Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
- Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
- Table 27 Forecast Sales of Computers by Category: Business Volume 2024-2029
- Table 28 Forecast Sales of Computers by Category: Business Value MSP 2024-2029
- Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
- Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

In-Car Entertainment in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lack of aftersales demand continues to hinder category's performance

Consumers unwilling to buy separate in-car entertainment systems

Major brands continue to lead, as luxury vehicle owners seek entertainment systems most suitable for their cars

PROSPECTS AND OPPORTUNITIES

Improving economy could see consumers willing to pay more for upgrades
Increasing use of electric vehicles may lead to shift in in-car entertainment trends

New Wi-Fi and 5G connectivity offer further competition

CATEGORY DATA

- Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

Home Audio and Cinema in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further declines for home audio and cinema following easing of restrictions and greater mobility

Audiophiles remain target audience as average consumer shifts away from purchasing dedicated soundbars

Appliances and electronics specialists remains leading distribution channel

PROSPECTS AND OPPORTUNITIES

Home audio and cinema projected to decline as consumer tastes change Competitive status quo set to remain unchanged, with Sony retaining its lead

- Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024
- Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

- Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow growth for televisions as economic uncertainty combined with other spending priorities impacts demand New technology as a strategy for TV manufacturers to regain share

PROSPECTS AND OPPORTUNITIES

Remote control technology upgrades a major feature for the future

Sustainable trend emerges in televisions to appeal to conscious consumers

Smaller TVs to take major spotlight due to improving quality, and size of local homes

CATEGORY DATA

- Table 53 Sales of Home Video by Category: Volume 2019-2024
- Table 54 Sales of Home Video by Category: Value 2019-2024
- Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing popularity of TWS earbuds drives category's overall growth Improved research and development boosts sales of TWS earbuds

PROSPECTS AND OPPORTUNITIES

Popularity of TWS earbuds to persist due to perception of improving sound quality

Fragmented landscape of premium headphones due to high number of brands entering local market

- Table 66 Sales of Headphones by Category: Volume 2019-2024
- Table 67 Sales of Headphones by Category: Value 2019-2024
- Table 68 Sales of Headphones by Category: % Volume Growth 2019-2024
- Table 69 Sales of Headphones by Category: % Value Growth 2019-2024
- Table 70 NBO Company Shares of Headphones: % Volume 2020-2024
- Table 71 LBN Brand Shares of Headphones: % Volume 2021-2024

- Table 72 Distribution of Headphones by Channel: % Volume 2019-2024
- Table 73 Forecast Sales of Headphones by Category: Volume 2024-2029
- Table 74 Forecast Sales of Headphones by Category: Value 2024-2029
- Table 75 Forecast Sales of Headphones by Category: % Volume Growth 2024-2029
- Table 76 Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digital camera sales continue to decline due to capabilities of smartphone cameras

Premium camera releases attract enthusiasts

PROSPECTS AND OPPORTUNITIES

Traditional camera sales set to continue declining amid ubiquity of smartphone cameras and other smart devices Mirrorless cameras becoming most popular format in Hong Kong

CATEGORY DATA

- Table 77 Sales of Imaging Devices by Category: Volume 2019-2024
- Table 78 Sales of Imaging Devices by Category: Value 2019-2024
- Table 79 Sales of Imaging Devices by Category: % Volume Growth 2019-2024
- Table 80 Sales of Imaging Devices by Category: % Value Growth 2019-2024
- Table 81 NBO Company Shares of Imaging Devices: % Volume 2020-2024
- Table 82 LBN Brand Shares of Imaging Devices: % Volume 2021-2024
- Table 83 Distribution of Imaging Devices by Channel: % Volume 2019-2024
- Table 84 Forecast Sales of Imaging Devices by Category: Volume 2024-2029
- Table 85 Forecast Sales of Imaging Devices by Category: Value 2024-2029
- Table 86 Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
- Table 87 Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smartphone demand starts to stabilise following years of decline

Foldable smartphones steadily gain relevance as consumers prefer larger screen sizes

Offline specialists retain dominance of distribution due to local preference to physically inspect mobile phones prior to purchase

PROSPECTS AND OPPORTUNITIES

Smartphones to continue gaining momentum amid improving economic conditions

Generative AI to become increasingly prevalent in future phone technology

Mobile augmented reality set to gain stronger attention

- Table 88 Sales of Mobile Phones by Category: Volume 2019-2024
- Table 89 Sales of Mobile Phones by Category: Value 2019-2024
- Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024

- Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 97 Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Portable Players in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for portable players remains positive due to greater mobility in Hong Kong Wireless speakers remains leading growth driver of portable players

E-readers continues on post-pandemic decline as move away from digital devices

PROSPECTS AND OPPORTUNITIES

Wireless speakers projected to record solid growth over the forecast period

Tablets and smartphones will remain as competition for portable readers and other devices

CATEGORY DATA

- Table 101 Sales of Portable Players by Category: Volume 2019-2024
- Table 102 Sales of Portable Players by Category: Value 2019-2024
- Table 103 Sales of Portable Players by Category: % Volume Growth 2019-2024
- Table 104 Sales of Portable Players by Category: % Value Growth 2019-2024
- Table 105 NBO Company Shares of Portable Players: % Volume 2020-2024
- Table 106 LBN Brand Shares of Portable Players: % Volume 2021-2024
- Table 107 Distribution of Portable Players by Channel: % Volume 2019-2024
- Table 108 Forecast Sales of Portable Players by Category: Volume 2024-2029
- Table 109 Forecast Sales of Portable Players by Category: Value 2024-2029
- Table 110 Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
- Table 111 Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Smartwatch technological improvements key to driving sales

Activity bands continues to experience strong declines as consumers prefer smart functions

PROSPECTS AND OPPORTUNITIES

Improved health tracking metrics key for consumers who want to focus on wellness Possible metaverse integration may be a key driver for future growth

- Table 112 Sales of Wearable Electronics by Category: Volume 2019-2024
- Table 113 Sales of Wearable Electronics by Category: Value 2019-2024
- Table 114 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
- Table 115 Sales of Wearable Electronics by Category: % Value Growth 2019-2024
- Table 116 NBO Company Shares of Wearable Electronics: % Volume 2020-2024
- Table 117 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
- Table 118 Distribution of Wearable Electronics by Channel: % Volume 2019-2024
- Table 119 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
- Table 120 Forecast Sales of Wearable Electronics by Category: Value 2024-2029

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:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- 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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-hong-kong-china/report.