



**Euromonitor  
International**

# World Market for Consumer Electronics

July 2024

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Our expert's view of consumer electronics

Summary: Retail RSP

Key findings

Key facts to share

Top market opportunities/trends

Top trends more detail: Opportunities they present

Drivers of consumer markets and impact on consumer electronics

Adjacent industries...

## STATE OF THE INDUSTRY

Recovery from 2024, as companies focus on high-value products to drive profitability

Connected generation driving sales of portable devices like smartphones and headphones

Different strategies for companies competing in Asia Pacific compared to the US

Portable products driving growth, but laptops and TVs are still key for some manufacturers

India's rapid growth driven by private consumption, while the US offers a moat to Apple

E-commerce dominates, but specialist retailers are still important in some markets

## LEADING COMPANIES AND BRANDS

Budget-conscious consumers spending on brands offering better value

Drive for innovation helped Apple maintain its lead over other competitors

Galaxy Ring offers affordable indulgence, while helping Samsung grow its revenues

Making the right noise with wearables for the Indian consumers

Transsion replicating its success recipe from Africa to rest of the world

## CONCLUSION

SWOT analysis

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### About Euromonitor International

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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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