



Euromonitor  
International

# Competitor Strategies in Consumer Electronics

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## INTRODUCTION

Key findings

## INDUSTRY OVERVIEW

Leadership is steady but the next wave of growth contested by Chinese players

Electronics leaders double down on appliances in the smart home era

Xiaomi and Honor surge in emerging markets

Western brands anchor in developed markets, leaving emerging markets for Chinese brands

Focused brands such as Apple or Transsion capture strong category leadership

Leaders hold their ground, but Huawei's rebound challenges Lenovo's position

## AFFORDABLE PREMIUM

The next Chinese wave is driving affordable premium segment in electronics and beyond

Leading TV brands losing share as value brands expand in innovation

Xiaomi continues to grow its market share in Western Europe

## ON-DEVICE AI EVOLUTION

From hardware to intelligence as a next frontier of electronics leadership

On-device AI can rebuild consumer trust and simplify user experience

Apple Intelligence brings competitive advantage over privacy concerns

## WEARABLES IN THE SPOTLIGHT

Wearables as a strategic battleground in consumer electronics

Health and diagnostic AI capabilities at the forefront of development

Gen Z and millennials lead adoption of digital health tools

Use cases of wearables continue to expand, as does potential for additional services

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