



**Euromonitor
International**

Consumer Electronics in Asia Pacific

October 2024

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Key findings

REGIONAL OVERVIEW

Portable consumer electronics the dominant category

Asia Pacific is home to the biggest consumer electronics market regionally

After up and downs of recent years, steady growth expected to 2029

India outperforms the rest of the region in 2019-2024

In-car entertainment remains on a downward slide in most countries

All the main categories lose sales in 2019-2024

Chinese consumer electronics market returns to growth in 2024

Continued growth in India but declining sales in Japan in 2024

Retail e-commerce edges ahead of appliances and electronics specialists in 2024

Retail offline share declines throughout the 2019-2024 period

LEADING COMPANIES AND BRANDS

Local brands Noise and boAt making gains in Indian consumer electronics

Hisense takes over from Xiaomi as number one LCD TVs player in China

Top five players present across most of the region

Huawei moves back up the rankings

FORECAST PROJECTIONS

Steady growth expected for Asia Pacific consumer electronics over the forecast period

China and India will be driving regional growth in the coming years

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Vietnam: Competitive and Retail Landscape

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