



**Euromonitor  
International**

# Top Five Trends in Consumer Electronics

July 2025

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Our expert's view of Consumer Electronics in 2025

Key findings

## INTRODUCTION

Sales of consumer electronics poised for growth despite the economic uncertainty

Top five trends in Consumer Electronics

Top five trends uncovered

## AFFORDABLE PREMIUM

Consumers want premium experiences without the associated price tag

Hisense gaining sales globally with its affordable premium value proposition

boAt and Boulton refine value and premium in India

Affordable premium to drive growth amid economic uncertainty

## NEW WAVE OF CHINESE BRANDS

Chinese brands are winning over consumers in emerging markets

E-commerce helps Chinese brands reach out to wider demographics

Anker's "bang for buck" value proposition is a hit with consumers

Chinese brands' growth driven by customisation and localisation

## NEXT GENERATION OF WEARABLES

New form factors are allowing new entrants into the wearables market

Wearables move beyond the wrist to unlock new growth

Smart glasses to usher in an era of new form factors for wearables

New wearables form factors will grow sales to USD56.6 million by 2030

## PERSONALISATION CAN BE A DIFFERENTIATOR

AI is redefining consumer engagement through personalisation

Younger consumers want devices that reflect who they are

Google Pixel bets on AI to deliver personalised experiences

Personalisation becomes a key driver for sales and brand loyalty

## GREEN BY DESIGN

Sustainability is an expected feature of any electronic products

Boosting Lenovo's green credentials with enterprise clients

Companies and consumers are expecting their products to be eco-friendly

## CONCLUSION

Future implications

Opportunities for growth

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