

Consumer Electronics in Singapore

Market Direction | 2022-07-26 | 78 pages | Euromonitor

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Report description:

Consumer electronics is expected to continue seeing retail volume growth in Singapore in 2022. Lingering COVID-19 effects, such as remote working and an increased amount of time spent indoors, are still impacting consumer demand for these products, despite lockdowns being lifted and life generally seeing normalisation. Consumers are continuing to place a great deal of importance on the "hometainment" trend, with products such as televisions, headphones and speaker systems benefiting. The growing...

Euromonitor International's Consumer Electronics in Singapore report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COMPUTERS AND PERIPHERALS IN SINGAPORE

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2022 DEVELOPMENTS

Overall demand for computers and peripherals starts to fall after seeing growth in 2020 and 2021
With hybrid working in place, desktops will remain the top performer within computers and peripherals
Apple retains its retail volume leadership

PROSPECTS AND OPPORTUNITIES

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Smartphones continues to cannibalise in-car entertainment

In-car navigation continues its long-term decline

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Connectivity and multifunctionality are important features for local consumers

Home cinema and speaker systems leads growth

PROSPECTS AND OPPORTUNITIES

E-commerce to become a more important distribution channel

Demand for televisions will help support retail sales of home cinema and speaker systems

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SLR models being overtaken due to the popularity of mirrorless cameras

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