

Consumer Electronics in Hong Kong, China

Market Direction | 2022-08-08 | 75 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Many categories of consumer electronics witnessed notable declining sales in the first half of 2022 due to the emergence of a fifth wave of the pandemic in Hong Kong. Sales of in-car navigation and activity bands experienced significant declines during this time, as these products are used outside of the home and the increased strictness of the government's social distancing measures meant that the opportunities to use these devices were limited. Some categories that saw increased growth in prev...

Euromonitor International's Consumer Electronics in Hong Kong, China 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Table of Contents:

Consumer Electronics in Hong Kong, China

Euromonitor International

August 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 2 Sales of Consumer Electronics by Category: Value 2017-2022

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Supply shortages continue due to global logistics problems

New hardware launches and home seclusion support interest in upgrading

Cryptocurrency and new releases cause decline in GPU pricing

PROSPECTS AND OPPORTUNITIES

Laptops to increase in popularity due to built-in tech/peripheral improvements

Apple anticipated to gain further share as devices with M2 chips set to be released

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 16 Sales of Computers by Category: Business Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Sales of Computers by Category: Business Value MSP 2017-2022
Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022
Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022
Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022
Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022
Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022
Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027
Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027
Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027
Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027
Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027
Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027
Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027
Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic continues to drag down category's performance

Consumers unwilling to purchase separate in-car entertainment systems

PROSPECTS AND OPPORTUNITIES

Potential for upgrading features in line with greater mobility

New wi-fi and 5G connectivity further compounds declines

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fifth pandemic wave sustains home cinema trend

Higher price points sees volume sales decline

PROSPECTS AND OPPORTUNITIES

Projector technology improvements and accessibility can create interest in declining category

VR headset integration heralds a new way to watch films

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Televisions sees decline in retail volume terms during fifth wave

New OLED/QLED developments to help drive recovery in second half of 2022

PROSPECTS AND OPPORTUNITIES

Remote control technology upgrades a major feature for the future

Sustainable and smaller televisions to gain in popularity

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite improving sales in 2022, demand for digital cameras remains lower than pre-pandemic levels

Premium camera releases attract enthusiasts

PROSPECTS AND OPPORTUNITIES

Smartphones continue to cannibalise sales of digital cameras

Mirrorless cameras gain in popularity as use of SLR cameras declines

Life blogging and social media can support interest in digital camcorders

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022

Table 67 Sales of Imaging Devices by Category: Value 2017-2022

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022

Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022

Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022

Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Multifunctionality of wireless speakers sustains its popularity

Tablets and smartphones render other portable devices near-obsolete

PROSPECTS AND OPPORTUNITIES

Wireless speakers to see further growth as pandemic restrictions ease

E-readers to be gradually phased out due to use of multifunctional tablets

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022

Table 78 Sales of Portable Players by Category: Value 2017-2022

Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Foldable phones by Samsung and Google gaining in popularity

Limited demand for feature phones restricted to older consumers and those looking to disconnect from smart tech

PROSPECTS AND OPPORTUNITIES

Interconnectivity with smart devices traditionally drives smartphone growth, but category is set to experience declines

Gaming-specific models to see increasing growth as gamers increasingly switch to mobile devices

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022

Table 89 Sales of Mobile Phones by Category: Value 2017-2022

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN HONG KONG, CHINA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Activity bands sees limited growth due to pandemic and rise of substitutes

Wider variety of smartwatches and Wear OS improvements increase competition within smart wearables

Activity wearables lags behind as popularity of smart wearables increases

PROSPECTS AND OPPORTUNITIES

Variety of wearable electronics to increase and improve popularity of category

Smart wearable technology improvements likely to cannibalise other formats

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 102 Sales of Wearable Electronics by Category: Value 2017-2022

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN HONG KONG, CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wide price range of TWS earbuds sustains growth

Technological improvements also drive growth of TWS format

Wireless earphones sees further decline due to rising demand for TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds to gain further growth momentum as sound quality improves

Premium headphones sees fierce competition from affordable Chinese brands

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022

Table 113 Sales of Headphones by Category: Value 2017-2022

Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 115 Sales of Headphones by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Headphones: % Volume 2018-2022

Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 118 Distribution of Headphones by Channel: % Volume 2017-2022

Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 120 Forecast Sales of Headphones by Category: Value 2022-2027

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Consumer Electronics in Hong Kong, China

Market Direction | 2022-08-08 | 75 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €2200.00 |
| | Multiple User License (1 Site) | €4400.00 |
| | Multiple User License (Global) | €6600.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-13"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com