

Consumer Electronics in the US

Market Direction | 2022-10-12 | 85 pages | Euromonitor

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Report description:

In 2022, overall volume sales of consumer electronics are set to remain nearly flat, with only slight growth year-over-year as consumer demand has been cooling. Following strong growth earlier in the pandemic, fuelled by savings and stimulus checks, consumers allocated more spending to services as pandemic restrictions eased, and have reduced their spending generally, due to high inflation and economic uncertainty. Supply chain issues have lingered into 2022 due to COVID-19 lockdowns in China ne...

Euromonitor International's Consumer Electronics in USA 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

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reliable information resources to help drive informed strategic planning.

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Work from home trend drives growth for laptops
As work becomes mobile, other computers and peripherals categories decline
Price increases offset declines in volume sales

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 Wireless speakers overtake traditional speakers
 Soundbars fuels growth in home cinema and speaker systems

PROSPECTS AND OPPORTUNITIES

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 Innovations in design and technology offer growth potential for vinyl players
 Soundbar manufacturers invest in immersive sound technology and customisable design

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Digital camcorder brands invest in the production of 6K and 8K resolution offerings

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