

Consumer Electronics in France

Market Direction | 2023-07-25 | 87 pages | Euromonitor

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Report description:

Consumer electronics in France continues to face challenges in 2023. Firstly, due to the COVID-19 pandemic, we saw sales spikes during the lockdown period as consumers invested in in-home entertainment. As a result, the penetration rate for most products has reached a plateau. Secondly, there are other compounded factors, such as global inflation and ongoing economic uncertainty about the future. For example, the ongoing Russia-Ukraine war continues to put pressure on the world's energy and food...

Euromonitor International's Consumer Electronics in France 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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2023 DEVELOPMENTS

Declining trends continue due to previous sales boost on desktops and laptops
Tablets struggles to recover, while monitors and printers wait for a replacement cycle
Hewlett-Packard maintains its lead, while refurbished device specialists continue to gain attention

PROSPECTS AND OPPORTUNITIES

Stabilisation expected, albeit variable based on trends
Stronger innovation and premiumisation needed to drive value growth
Competitive pricing will drive trends in a busy market, as manufacturers and retailers still face challenges

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KEY DATA FINDINGS

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Downwards trend for in-car entertainment continues, due to ongoing rise of multi-purpose smartphones
 TomTom maintains its lead, as competition is sluggish in low-demand category
 Specialist auto and audio specialists remain the main retailers

PROSPECTS AND OPPORTUNITIES

Further declines expected: cannibalisation from smartphones and higher-quality in-car entertainment in new cars
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 Players set to seek niche opportunities to remain in the category

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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 Nice demand from sound-quality enthusiasts drives the remaining sales
 Premiumisation, high-tech, and durable products are appreciated by audio enthusiasts

PROSPECTS AND OPPORTUNITIES

Low product innovations in audio, while TVs continue to improve their built-in systems
 When technology meets audio systems, there is growth potential

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KEY DATA FINDINGS

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Organic slowdown in sales continues, as inflationary pressures on budgets accentuate the declines

OLED TVs continue to show promise - despite budget pressures

Durable products become a must-have and longer replacement cycles pose challenges for volume sales

PROSPECTS AND OPPORTUNITIES

No further notable developments in televisions expected at this time

E-commerce and omnichannel offerings set to remain popular

Video and DVD players continue to decline, as streaming becomes the norm and online movie sales cannibalise physical formats

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KEY DATA FINDINGS

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Volume declines less steep in 2023, but historic challenges remain for imaging devices

Some attraction remains for both professionals and amateurs, who seek certain specifications

GoPro maintains its unchallenged lead in digital camcorders

PROSPECTS AND OPPORTUNITIES

Competitive status quo expected to remain balanced between the strong names

Niche category requiring further innovation to expand

E-commerce and omnichannel models are ideal for imaging devices

CATEGORY DATA

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2023 DEVELOPMENTS

Portable players struggles overall, with even wireless speakers suffering

Google Home and Amazon Echo hold their tight top-place competition, with Bose hot on their heels

E-commerce is well suited to portable players and speakers, due to associations and logistical benefits

PROSPECTS AND OPPORTUNITIES

Will smart speakers be the saviour for portable players?

Multifunctional devices, such as smartphones, will continue to pose a notable threat

E-commerce set to become a leading retail channel

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mobile phones sees small positive value gains, with volume slumps being one of the least severe across consumer electronics

Samsung and iPhone maintain their competitive top brand places, while third-placed Xiaomi grows its brand shares

E-commerce remains a strong channel for mobile phones, due to convenience

PROSPECTS AND OPPORTUNITIES

Refurbished models slow down replacement sales and lower the volume on new mobile phones

As market penetration is close to saturation, players fight for market share and value growth

Telecoms companies selling phone plans will continue to be key sales agents, while e-commerce will also remain strong

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wearable electronics is still the best performer, despite small volume decline
 Xiaomi leads overall thanks to strength of activity wearables, while Apple and Samsung top smart wearables
 E-commerce remains an important channel for wearable electronics

PROSPECTS AND OPPORTUNITIES

Growth potential remains, driven by smart wearables and analogue variants
 Polarisation expected to between premium and lower-priced devices
 E-commerce and the omnichannel model will remain key

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KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds continues to cannibalise other options, while consumers switch from mass to premium
 Apple maintains its lead, while other brands also enter the premium segment
 Retailing landscape remains consistent in headphones

PROSPECTS AND OPPORTUNITIES

TWS earbuds set to maintain popularity, with competition from other products still expected
 Wireless headbands offer some benefits but have low volume expectations
 E-commerce will remain popular as players offer omnichannel strategies

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