

## Consumer Electronics in Japan

Market Direction | 2023-07-24 | 79 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

2022 was a difficult year for players in consumer electronics. Price increases on materials, including semiconductor chips, and the weakened Japanese yen made it difficult for brands to secure profits. Some could easily apply price increases for retailers and consumers, for example Apple, which has a strong consumer base by softly locking consumers into its ecosystem. On the other hand, there were exits from categories. Those that were heavily hit by the quick change of the business environment...

Euromonitor International's Consumer Electronics in Japan 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 Japan

Euromonitor International

July 2023

### List Of Contents And Tables

#### **CONSUMER ELECTRONICS IN JAPAN**

##### **EXECUTIVE SUMMARY**

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

##### **MARKET DATA**

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

##### **DISCLAIMER**

##### **SOURCES**

Summary 1 Research Sources

#### **COMPUTERS AND PERIPHERALS IN JAPAN**

##### **KEY DATA FINDINGS**

##### **2023 DEVELOPMENTS**

Struggles continue for computers

Increasing prices for multiple reasons

##### **PROSPECTS AND OPPORTUNITIES**

Gaming PCs to show an increased presence

Sustainability likely to involve refurbished and used computers

##### **CATEGORY DATA**

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

HOME AUDIO AND CINEMA IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Another year of volume decline for home audio and cinema

Vinyl records continue to attract younger consumers

PROSPECTS AND OPPORTUNITIES

Onkyo and Pioneer lose share

Sales of home cinema and speaker systems may no longer be linked to televisions

CATEGORY DATA

Table 31 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 32 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 33 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 34 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 36 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 37 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 38 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 39 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 40 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN JAPAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Televisions fails to rebound in volume terms in 2023, but does see value growth

TVS REGZA beats the long-time leader Sharp

The decline of video players accelerates

PROSPECTS AND OPPORTUNITIES

OLED TVs no longer considered the highest technology

Mitsubishi is the latest to exit televisions - who will be next?

CATEGORY DATA

Table 42 Sales of Home Video by Category: Volume 2018-2023

Table 43 Sales of Home Video by Category: Value 2018-2023

Table 44 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Video by Category: % Value Growth 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 46 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023  
Table 47 NBO Company Shares of Home Video: % Volume 2019-2023  
Table 48 LBN Brand Shares of Home Video: % Volume 2020-2023  
Table 49 Distribution of Home Video by Channel: % Volume 2018-2023  
Table 50 Forecast Sales of Home Video by Category: Volume 2023-2028  
Table 51 □Forecast Sales of Home Video by Category: Value 2023-2028  
Table 52 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028  
Table 53 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028  
Table 54 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

## IMAGING DEVICES IN JAPAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Digital cameras sees growth in value terms, but decline in volume terms

Notable changes in the top rankings

### PROSPECTS AND OPPORTUNITIES

Players exit digital camcorders - digital cameras may be next

Differentiating from smartphones will be important

### CATEGORY DATA

Table 55 Sales of Imaging Devices by Category: Volume 2018-2023

Table 56 Sales of Imaging Devices by Category: Value 2018-2023

Table 57 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 58 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 59 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 60 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 61 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 62 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 63 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 64 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 65 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## PORTABLE PLAYERS IN JAPAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Post-iPod, portable players continues to decline

JBL overtakes Sony in wireless speakers

### PROSPECTS AND OPPORTUNITIES

Sony will continue to dominate portable multimedia players

E-readers continues to have a unique positioning

### CATEGORY DATA

Table 66 Sales of Portable Players by Category: Volume 2018-2023

Table 67 Sales of Portable Players by Category: Value 2018-2023

Table 68 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 69 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 71 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 72 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 74 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 75 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 76 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## MOBILE PHONES IN JAPAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Two Japanese players withdraw from smartphones

Apple maintains the leading share thanks to its ecosystem

Sales of smartphones decrease after a spike in 2021

### PROSPECTS AND OPPORTUNITIES

Have Apple's price increases gone too far and will hit sales?

What the fall of Japanese brands could mean

### CATEGORY DATA

Table 77 Sales of Mobile Phones by Category: Volume 2018-2023

Table 78 Sales of Mobile Phones by Category: Value 2018-2023

Table 79 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 80 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 81 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 82 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 83 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 84 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 85 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 86 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 87 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 88 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 89 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## WEARABLE ELECTRONICS IN JAPAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further double-digit growth in wearable electronics, supported by health concerns

Digital activity watches leads growth

Apple continues to stand out in smart wearables

### PROSPECTS AND OPPORTUNITIES

Strong growth expected for Huawei and Xiaomi as they ramp up in smart wearables

Steady, slowing growth, but only a limited increase for analogue activity watches

### CATEGORY DATA

Table 90 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 91 Sales of Wearable Electronics by Category: Value 2018-2023

Table 92 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 93 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 94 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 95 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 96 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 97 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 98 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 99 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 100 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## HEADPHONES IN JAPAN

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

TWS earbuds grows well, but overall sales of headphones remain static

Fragmentation, with Apple and Sony standing out from the crowd

Open-ear begins to expand

### PROSPECTS AND OPPORTUNITIES

Diversification, differentiation, and possession of multiple products

E-commerce set to grow its share of distribution, but offline will remain important

### CATEGORY DATA

Table 101 Sales of Headphones by Category: Volume 2018-2023

Table 102 Sales of Headphones by Category: Value 2018-2023

Table 103 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 104 Sales of Headphones by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Headphones: % Volume 2019-2023

Table 106 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 107 Distribution of Headphones by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 109 Forecast Sales of Headphones by Category: Value 2023-2028

Table 110 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

## IN-CAR ENTERTAINMENT IN JAPAN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Decrease slowing, but no rebound seen in 2023

Unstoppable trend of CASE changes the face of in-car entertainment

Car parts specialists suffer from the decrease of in-car electronics

### PROSPECTS AND OPPORTUNITIES

Pioneer leads in-car entertainment

The growth of drive recorders set to slow down

### CATEGORY DATA

Table 112 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 113 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 114 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 115 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 117 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 118 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 119 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 120 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 121 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

**Consumer Electronics in Japan**

Market Direction | 2023-07-24 | 79 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)