

## **Consumer Electronics in the US**

Market Direction | 2023-07-25 | 93 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

The negative volume growth that was registered across consumer electronics in the US in 2023 can be seen largely as a continuation of the suppressed demand that has emerged during the post-pandemic era. Now that the positive impact of stay-at-home orders on demand for in-home consumer electronics and computers and peripherals at the peak of the COVID-19 pandemic during 2020 has receded to vanishing point, consumers are less likely to invest in devices that can make their homes more attractive pl...

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,

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

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 the US  
Euromonitor International  
July 2023

List Of Contents And Tables

### **CONSUMER ELECTRONICS IN THE US**

#### **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 THE US**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Post-covid correction continues across all categories of computers and peripherals

Supply chain management by leading brands mitigates sales declines

Online gaming drives technological innovation in computers and peripherals

#### **PROSPECTS AND OPPORTUNITIES**

Desktops slated for further weak growth over the forecast period

Innovations in gaming monitors set to support overall demand for monitors

The positive influence of COVID-inspired work from home culture to diminish

#### **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

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

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

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

## IN-CAR ENTERTAINMENT IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In-car entertainment declines as factory-fitted car entertainment systems suffice

Smartphones continue to contribute to declines in use of in-car navigation

Individual car usage drops among millennials due to preference for cycling

#### PROSPECTS AND OPPORTUNITIES

Car ownership to continue falling, resulting in low demand for in-car entertainment

Number of driving licenses drops among younger adults, sending a clear signal

In-car entertainment evolving into a niche category for enthusiasts

#### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

## HOME AUDIO AND CINEMA IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consistently negative sales growth as consumers opt for wireless tech

Home cinema and speaker systems struggles despite rising demand for soundbars

Boom in OLED TVs creates space for higher sales of smart speakers

#### PROSPECTS AND OPPORTUNITIES

Rising demand for wireless speakers unlikely to counterbalance falling general demand

Innovation and greater affordability to underpin rising demand for soundbars

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

Trend towards turntables and vinyl to offset falling demand in audio separates

#### CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

#### HOME VIDEO IN THE US

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Demand inches towards OLED TVs as manufacturers reduce output of LCD TVs

Moderate growth as high inflation motivates belt tightening among consumers

TCL transforms TV viewing experience with Samba TV's advanced AI features

##### PROSPECTS AND OPPORTUNITIES

New features set to emerge as smart homes gradually become the norm

High penetration of televisions leaves little room for growth via adoption of OLED TVs

Rising influence of gaming to emerge as a positive driver of growth in OLED TVs

#### CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 □Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

#### IMAGING DEVICES IN THE US

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sales declines in Imaging devices in 2023 a sign of things to come

Smartphones remain the biggest disruptor for sales of imaging devices

Digital camcorders in terminal decline as the category moves closer to obsolescence

##### PROSPECTS AND OPPORTUNITIES

The return of film, driven by nostalgia, set to undermine demand for imaging devices

Second-hand market grows as consumers worry about sustainability and budgets

E-commerce to continue accounting for the majority of category sales

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

## PORTABLE PLAYERS IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-readers continues to face challenges due to the adverse economic environment

JBL's eco-friendly line attracts the attention of consumers interested in sustainability

Smart speakers declines as replacements are delayed due to economic uncertainty

### PROSPECTS AND OPPORTUNITIES

Sustainability set to emerge as a defining trend in wireless speakers

The development of smart homes to propel the future of smart wireless speakers

Key players in smart wireless speakers to continue facing litigation

## CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023

Table 78 Sales of Portable Players by Category: Value 2018-2023

Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## MOBILE PHONES IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume declines continue, albeit at a slower pace than in 2022

Improvements in Android phones spur the category's overall performance

Manufacturing costs continue to increase as rising prices put pressure on demand

### PROSPECTS AND OPPORTUNITIES

Gaming to become more influential via mobile AR and more powerful processors

Modest volume growth and pessimism among key players set to define mobile phones

Smartphone usage set to remain very high despite impending slowdown in sales growth

## CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 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 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023  
 Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023  
 Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023  
 Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023  
 Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023  
 Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023  
 Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028  
 Table 97 □Forecast Sales of Mobile Phones by Category: Value 2023-2028  
 Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028  
 Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028  
 Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

## WEARABLE ELECTRONICS IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume growth dips into negative territory following many years of positive growth

Premiumisation in smart wearables contributes to falling volume sales

Wearables a more competitive category following numerous new launches in 2023

#### PROSPECTS AND OPPORTUNITIES

Strong performance ahead for wearables due to favourable background trends

A tough road ahead for activity wearables as consumers favour versatility

Aesthetic design to come to the fore as brands turn to collaborations for luxury and style

#### CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023  
 Table 102 Sales of Wearable Electronics by Category: Value 2018-2023  
 Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023  
 Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023  
 Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023  
 Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023  
 Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023  
 Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028  
 Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028  
 Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028  
 Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

## HEADPHONES IN THE US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Improvements in battery life push demand for wireless headbands

TWS earbuds generates strong volume growth as the consumer base expands

Falling demand for wireless earphones as consumer attention is diverted elsewhere

#### PROSPECTS AND OPPORTUNITIES

Innovation to drive demand as UWB headphones promise wireless hi-resolution sound

The arrival of new brands unlikely to challenge Apple's leading position

Durability and affordability to come to the fore as consumer prioritise value for money

#### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023  
 Table 113 Sales of Headphones by Category: Value 2018-2023  
 Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023  
Table 116 NBO Company Shares of Headphones: % Volume 2019-2023  
Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023  
Table 118 Distribution of Headphones by Channel: % Volume 2018-2023  
Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028  
Table 120 Forecast Sales of Headphones by Category: Value 2023-2028  
Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028  
Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

## Consumer Electronics in the US

Market Direction | 2023-07-25 | 93 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	2025-06-23
		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