

Consumer Electronics in China

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Report description:

In 2023, consumer electronics in China is set to experience another year of overall decline as the country stumbles into its long-due post-COVID-19 recovery. The good news for consumer electronics manufacturers is that supply side constraints have largely been lifted. Late into 2022, even the largest companies such as Apple have been struggling with city-wide lockdowns which shut down production and caused unrest - and even riots among workers in major hubs like Zhengzhou. This is no longer the...

Euromonitor International's Consumer Electronics in 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.

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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.

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Tablets in 2023 sustain moderate growth, driven by remote working trends and post-school education

Printers experience a significant decline, driven by paperless operations and online education

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China's computers and peripherals embrace premiumisation, as consumers continuously prioritise quality and value

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