

Consumer Electronics in Hong Kong, China

Market Direction | 2023-08-29 | 78 pages | Euromonitor

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Report description:

2023 is a challenging year for consumer electronics, due to a combination of plateauing growth in several key categories - namely, computers, in-home consumer electronics, and smartphones, as well as a sluggish overall sales rebound following the removal of pandemic restrictions in the territory.

Euromonitor International's Consumer Electronics in Hong Kong, 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.

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.

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Retail volumes continue to decline, as after-effects from the pandemic continue to impact shipping and manufacturing

Major brands consolidate their market share in uncertain market conditions

Peripherals struggle due to weakened demand for desktops

PROSPECTS AND OPPORTUNITIES

Computer sales tentatively set to recover in line with economic recovery, in addition to new product innovations from leading companies

Consumers shift to online channels to purchase computers, as physical showrooms and retail spaces decline

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Audiophiles primarily drive demand in the category, as the majority of consumers balk at the high price points

Appliances and electronics specialist retailers continue to be the leading retail channel for home audio and cinema

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