

Consumer Electronics in China

Market Direction | 2024-07-17 | 85 pages | Euromonitor

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Report description:

After reaching its nadir in both volume and value terms in 2023, in 2024 consumer electronics in China is set to start its recovery process, as the country is gradually emerging from the post-pandemic recession. However, performances are expected to vary widely across categories. Portable consumer electronics is set to see retail volume growth in 2024, and will therefore contribute the most to actual growth, since more than four fifths of overall retail volume sales of consumer electronics are a...

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.

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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Euromonitor International
July 2024

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As product lifecycles have not yet ended, both business and retail computers witness volume declines
In retail, volume growth of tablets slows due to a lack of innovation, and the product lifecycle
Printers experiences another year of notable decline, driven by paperless operations

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Televisions are becoming increasingly refined in terms of functionality

OLED TVs attract higher-income consumers due to picture quality

PROSPECTS AND OPPORTUNITIES

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