

## **Consumer Electronics in Australia**

Market Direction | 2024-07-22 | 81 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

### **Report description:**

Despite lingering concerns over budgets amid the high cost of living, demand for consumer electronics in Australia is improving in 2024. The industry faced several years of retail volume decline due to major challenges as a result of the rising cost of living and inflation, which severely affected major categories as consumers became more sensitive to spending on big-ticket items.

Euromonitor International's Consumer Electronics in Australia 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.

**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 of Contents:

Consumer Electronics in Australia  
Euromonitor International  
July 2024

List Of Contents And Tables

### CONSUMER ELECTRONICS IN AUSTRALIA

#### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

#### MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2019-2024  
Table 2 Sales of Consumer Electronics by Category: Value 2019-2024  
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024  
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2019-2024  
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2020-2024  
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024  
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2019-2024  
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029  
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2024-2029  
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029  
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### COMPUTERS AND PERIPHERALS IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

High cost of living in Australia continues to negatively impact demand  
Gamers comprise dynamic consumer segment for computer and peripherals  
Market seasonality helps drive volumes during discount periods

#### PROSPECTS AND OPPORTUNITIES

More positive outlook for laptops over the forecast period  
Apple likely to retain leadership through innovation and regular launch of new models  
Peripherals will struggle over the forecast period

#### CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2019-2024  
Table 13 Sales of Computers and Peripherals by Category: Value 2019-2024  
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024  
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024  
Table 16 Sales of Computers by Category: Business Volume 2019-2024  
Table 17 Sales of Computers by Category: Business Value MSP 2019-2024  
Table 18 Sales of Computers by Category: Business Volume Growth 2019-2024

**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 19 Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 21 □LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 22 □Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 23 □Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 24 □Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 25 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 27 □Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 28 □Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 29 □Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 30 □Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## IN-CAR ENTERTAINMENT IN AUSTRALIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

In-car navigation continues to face strong competition from smartphones

Rise in new car sales reduces attractiveness of aftermarket for in-car entertainment

Cars have become an entertainment ecosystem

#### PROSPECTS AND OPPORTUNITIES

Players need new strategies to stay relevant in declining category

Combination of entertainment and safety can support demand

Consumers increasingly demand seamless installation for visual appeal

#### CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2019-2024

Table 32 Sales of In-Car Entertainment by Category: Value 2019-2024

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2019-2024

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2020-2024

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2019-2024

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2024-2029

Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029

Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## HOME AUDIO AND CINEMA IN AUSTRALIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home audio and cinema continues to lose ground, but still attracts niche audience

Soundbars is outstanding performer in declining category

Wireless technology is significant influence behind decline

#### PROSPECTS AND OPPORTUNITIES

AI and voice assistant integration can reduce value decline

Increasing demand for better sound quality

Niche status for many products due to increasing competition from portable players

#### CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 43 Sales of Home Audio and Cinema by Category: Value 2019-2024

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

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

www.scotts-international.com

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## HOME VIDEO IN AUSTRALIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

OLED TVs loses momentum as result of affordable indulgence trend

Subscription entertainment supports rising demand for internet smart TVs

Chinese brands continue to make gains within home video

### PROSPECTS AND OPPORTUNITIES

Summer Olympic Games offers potential short-term boost to category sales

TV legislation: Free-to-air channels to internet smart TVs

AI-enhanced televisions to increase competition in the local market

### CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2019-2024

Table 54 Sales of Home Video by Category: Value 2019-2024

Table 55 Sales of Home Video by Category: % Volume Growth 2019-2024

Table 56 Sales of Home Video by Category: % Value Growth 2019-2024

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024

Table 58 NBO Company Shares of Home Video: % Volume 2020-2024

Table 59 LBN Brand Shares of Home Video: % Volume 2021-2024

Table 60 Distribution of Home Video by Channel: % Volume 2019-2024

Table 61 Forecast Sales of Home Video by Category: Volume 2024-2029

Table 62 □Forecast Sales of Home Video by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2024-2029

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## IMAGING DEVICES IN AUSTRALIA

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Improving features helps reverse declining trend in imaging devices

Passion drives demand among photography enthusiasts

Gathering information, e-commerce and the importance of physical stores

### PROSPECTS AND OPPORTUNITIES

Generation Z - born in a digital era but attracted by analogue

Content creation will focus on hybrid cameras

Digital models continue to innovate to capture action market

### CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2019-2024

Table 67 Sales of Imaging Devices by Category: Value 2019-2024

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2019-2024

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

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

www.scotts-international.com

Table 69 Sales of Imaging Devices by Category: % Value Growth 2019-2024  
Table 70 NBO Company Shares of Imaging Devices: % Volume 2020-2024  
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2021-2024  
Table 72 Distribution of Imaging Devices by Channel: % Volume 2019-2024  
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2024-2029  
Table 74 Forecast Sales of Imaging Devices by Category: Value 2024-2029  
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029  
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

#### PORTABLE PLAYERS IN AUSTRALIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Wireless speakers continues to drive category growth  
Brands of e-readers attempt to create more innovative solutions amid decline  
Smart wireless speakers continue to penetrate Australian households

##### PROSPECTS AND OPPORTUNITIES

Polarisation within wireless speakers likely as category matures  
E-readers set to lose further ground as non-essential device  
Physical stores will maintain importance as part of path to purchase

##### CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2019-2024  
Table 78 Sales of Portable Players by Category: Value 2019-2024  
Table 79 Sales of Portable Players by Category: % Volume Growth 2019-2024  
Table 80 Sales of Portable Players by Category: % Value Growth 2019-2024  
Table 81 NBO Company Shares of Portable Players: % Volume 2020-2024  
Table 82 LBN Brand Shares of Portable Players: % Volume 2021-2024  
Table 83 Distribution of Portable Players by Channel: % Volume 2019-2024  
Table 84 Forecast Sales of Portable Players by Category: Volume 2024-2029  
Table 85 Forecast Sales of Portable Players by Category: Value 2024-2029  
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029  
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

#### MOBILE PHONES IN AUSTRALIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Trading in old models for premium smartphones in inflationary environment  
5G access and larger screens create new standards for smartphones  
Apple and Samsung retain lead due to strong brand loyalty

##### PROSPECTS AND OPPORTUNITIES

AI features to increasingly influence development of smartphones  
Australians are early adopters of premium models, supporting future value growth  
Demand for feature phones to continue declining, appealing to niche audience

##### CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2019-2024  
Table 89 Sales of Mobile Phones by Category: Value 2019-2024  
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2019-2024  
Table 91 Sales of Mobile Phones by Category: % Value Growth 2019-2024  
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2021-2024  
Table 93 NBO Company Shares of Mobile Phones: % Volume 2020-2024

**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 94 LBN Brand Shares of Mobile Phones: % Volume 2021-2024  
Table 95 Distribution of Mobile Phones by Channel: % Volume 2019-2024  
Table 96 Forecast Sales of Mobile Phones by Category: Volume 2024-2029  
Table 97 □Forecast Sales of Mobile Phones by Category: Value 2024-2029  
Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029  
Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029  
Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029  
WEARABLE ELECTRONICS IN AUSTRALIA

#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Health and wellness trend continues to drive demand for wearable electronics  
Digital options continue to appeal to consumers due to greater functionality  
Australians maintain preference for Apple Watch, driven by dominant smart wearables

##### PROSPECTS AND OPPORTUNITIES

Battery life along with fashion aspect to remain important features  
Australia's ageing population to maintain interest in health  
5G should positively influence sales

##### CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2019-2024  
Table 102 Sales of Wearable Electronics by Category: Value 2019-2024  
Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2019-2024  
Table 104 Sales of Wearable Electronics by Category: % Value Growth 2019-2024  
Table 105 NBO Company Shares of Wearable Electronics: % Volume 2020-2024  
Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2021-2024  
Table 107 Distribution of Wearable Electronics by Channel: % Volume 2019-2024  
Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2024-2029  
Table 109 Forecast Sales of Wearable Electronics by Category: Value 2024-2029  
Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029  
Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

#### HEADPHONES IN AUSTRALIA

#### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

TWS earbuds remains most dynamic performer  
Wireless headphones complement the connected environment  
Premium segment continues to outperform mass models  
PROSPECTS AND OPPORTUNITIES  
TWS earbuds offers further growth potential over forecast period  
Promotions will be key to maintaining volume sales growth  
Physical stores will remain important aspect of shopping experience

##### CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2019-2024  
Table 113 Sales of Headphones by Category: Value 2019-2024  
Table 114 Sales of Headphones by Category: % Volume Growth 2019-2024  
Table 115 Sales of Headphones by Category: % Value Growth 2019-2024  
Table 116 NBO Company Shares of Headphones: % Volume 2020-2024  
Table 117 LBN Brand Shares of Headphones: % Volume 2021-2024  
Table 118 Distribution of Headphones by Channel: % Volume 2019-2024

**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 119 Forecast Sales of Headphones by Category: Volume 2024-2029

Table 120 Forecast Sales of Headphones by Category: Value 2024-2029

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2024-2029

## Consumer Electronics in Australia

Market Direction | 2024-07-22 | 81 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](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto: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	<input type="text" value="2025-05-04"/>
		Signature	<input type="text"/>

**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)