

Consumer Electronics in France

Market Direction | 2024-07-25 | 89 pages | Euromonitor

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Report description:

Consumer electronics in France continues to struggle in 2024, as sales rebalance after the atypical spikes during the era of the pandemic lockdowns. During this time, many consumers invested in in-home entertainment, thus negatively impacting volumes sold in the following years. Whilst we are approaching a natural five-year lifecycle for some goods, more modern products tend to be made to have longer lifecycles, therefore, we are not seeing a replacement cycle trend just yet, rather, this is exp...

Euromonitor International's Consumer Electronics in France 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 proves to be a year of transition for computers
Peripherals sees mixed results, with gaming support for monitors and with printers in a steep decline
Lenovo maintains success, Apple enjoys its ecosystem, and Samsung stands out through new launches and strategies

PROSPECTS AND OPPORTUNITIES

Volume sales will head back towards a positive direction in line with replacement lifecycles
Players engage in an ongoing battle for value share
Polarised and evolving trends will shape the retail landscape over the forecast period

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In-car entertainment continues to crash due to ongoing competition from other options
 TomTom and Pioneer maintain their leads due to undynamic category environment
 Specialist retailers remain the primary channel for in-car entertainment sales

PROSPECTS AND OPPORTUNITIES

Ongoing declines expected for in-car entertainment over the forecast period
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 Audio enthusiasts continue to drive premiumisation trends
 The retail landscape adapts to decreasing sales

PROSPECTS AND OPPORTUNITIES

Ongoing declines expected due to overall lower demand in light of more modern substitutes
 Smart connectivity and AI features may give speakers a boost
 Brands and retailers will continue to adapt to changing category dynamics

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Brands and retailers adapt their offers to appeal to consumers during a time of economic uncertainty

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Omnichannel strategies remain important for home video

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Is the post-pandemic photography trend coming to an end?

Canon, Sony, and GoPro consolidate their shares in a contracting category

PROSPECTS AND OPPORTUNITIES

Ongoing consolidation between the leading players expected

E-commerce grows strongly for imaging devices

Niche specialisations will be key areas of focus over the forecast period

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E-commerce is well suited to portable players and wireless speakers, due to associations and logistical benefits

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KEY DATA FINDINGS

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Electronic specialists and e-commerce are the main channels for wearables

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Omnichannel strategies become increasingly important

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TWS sales set to slow down due to low levels of innovation and high penetration

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