

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

reliable information resources to help drive informed strategic planning.

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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

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The retail landscape adapts to decreasing sales

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Home pod styles of wireless speakers hold the greatest potential

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