

## **Consumer Electronics in Hong Kong, China**

Market Direction | 2024-08-01 | 76 pages | Euromonitor

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### **Report description:**

Following several challenging years, demand for consumer electronics in Hong Kong is improving, although retail volume sales remain below pre-pandemic levels overall. This is due to a combination of plateauing growth in several key categories - namely computers (except for laptops), in-home consumer electronics, and smartphones (which despite recording a more positive performance in 2024, is challenged by market saturation). The uncertain economic climate brought about by global socioeconomic ch...

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.

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#### PROSPECTS AND OPPORTUNITIES

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Appliances and electronics specialists remains leading distribution channel

#### PROSPECTS AND OPPORTUNITIES

Home audio and cinema projected to decline as consumer tastes change

Competitive status quo set to remain unchanged, with Sony retaining its lead

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