

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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COMPUTERS AND PERIPHERALS IN HONG KONG, CHINA

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Challenging economic headwinds lead to shrinking demand for computers and peripherals

Demand for peripherals continues to decline following 2020's surge

Major players retain their strength due to brand trust

PROSPECTS AND OPPORTUNITIES

Laptops to remain stronger performer, while retail volume sales of overall computers will remain under pressure

Printer sales to continue declining as sustainability concerns increase with a greater shift towards digitalisation

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Major brands continue to lead, as luxury vehicle owners seek entertainment systems most suitable for their cars

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Audiophiles remain target audience as average consumer shifts away from purchasing dedicated soundbars

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