

Consumer Electronics in Italy

Market Direction | 2024-07-31 | 89 pages | Euromonitor

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Report description:

Consumer electronics remains in a volume decline in Italy in 2024, albeit at a less steep rate than seen in 2023. Meanwhile, value sales manage to inch back into positive growth, thanks to inflationary pressures pushing up unit prices. Considering these high prices, many budget-conscious consumers are postponing their big-ticket purchases, or completely foregoing purchases which are not strictly essential. Indeed, many areas of consumer electronics are considered non-essential, apart from catego...

Euromonitor International's Consumer Electronics in Italy 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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Sales remain in a slump, but inch back towards a more positive performance thanks to the strength of sales activities

AI to become more ingrained in computers' daily use

Tablets continue to face competition from laptops and smartphones

PROSPECTS AND OPPORTUNITIES

Higher unit prices will be driven by AI-compatible computers

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End of emergency home-working trends will support business sales, while suppressing consumer demand

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Cars remain essential to rural consumers, but this does not translate into in-car sales due to unreliable connectivity

TomTom and Pioneer maintain their leading places

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LG soundbars launched in combination with latest range of LG TVs

TV-focussed brands are increasingly moving into the audio and connected home spaces

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