

**Global Consumer Electronics Retail**

Industry Report | 2025-09-18 | 45 pages | MarketLine

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**Report description:**

Global Consumer Electronics Retail

## Summary

Global Consumer Electronics Retail industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

## Key Highlights

- Consumer electronics retail market includes the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The global consumer electronics retail market recorded revenues of \$1,533.3 billion in 2024, representing a compound annual growth rate (CAGR) of 2.9% between 2019 and 2024.
- The communications equipment segment accounted for the market's largest proportion in 2024, with total revenues of \$589.2 billion, equivalent to 38.4% of the market's overall value.
- In 2024, the global consumer electronics retail market recorded an annual growth of 2.5% due to the increase in households with personal computers. According to the National Bureau of Statistics of China, in 2024, the proportion of households with personal computers in China reached 71.0%, up from 69.3% in 2023. This rise in personal computer penetration is driven by a growing need for digital connectivity to support remote work, online education, and entertainment.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

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electronics retail market in the global

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global consumer electronics retail market
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Global consumer electronics retail market with five year forecasts

## Reasons to Buy

- What was the size of the Global consumer electronics retail market by value in 2024?
- What will be the size of the Global consumer electronics retail market in 2029?
- What factors are affecting the strength of competition in the Global consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up the global's consumer electronics retail market?

## **Table of Contents:**

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Category segmentation

##### 1.4. Geography segmentation

##### 1.5. Market rivalry

##### 1.6. Competitive landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

##### 4.3. Market distribution

#### 5 Market Outlook

##### 5.1. Market value forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

#### 7 Competitive Landscape

##### 7.1. Who are the leading players?

##### 7.2. What are the strategies of the leading players?

##### 7.3. What are the recent developments in the market?

- 8 Company Profiles
  - 8.1. Amazon.com Inc
  - 8.2. Apple Inc
  - 8.3. MediaMarktSaturn Retail Group GmbH
  - 8.4. JD.com Inc
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

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