



Competitor Strategies in Consumer Electronics

January 2024

Table of Contents

INTRODUCTION

Scope

Key findings

CONSUMER ELECTRONICS: INDUSTRY OVERVIEW

Companies at a glance

Samsung and Apple fight off competition with innovation

Honor is looking to expand overseas

Xiaomi focuses on flagship products, while BBK's Oppo and Vivo continue to lose ground

Huge resources allows Apple and Samsung to bet on the future

AFFORDABLE INNOVATION CONTINUES TO DRIVE THE MARKET

Manufacturers continue to introduce innovation in mid-priced products

Affordable innovation in mid-priced products

RISE OF THE SMART HOME

Wireless speakers and tablets will benefit the most from smart home uptake

Companies are entering the smart home trend early

AI EVERYWHERE

Increased interest in artificial intelligence to elevate user experience

Company activities in artificial intelligence

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-consumer-electronics/report.