

Consumer Electronics: Quarterly Statement Q2 2021

June 2021

[Table of Contents](#)

INTRODUCTION

Scope

Key findings

Q2 2021 CONSUMER ELECTRONICS UPDATE

Positive growth in 2021 as smartphones lead the recovery

Optimism as Q2 showed more markets with stronger increase in sales

Computers and peripherals: demand for laptops starts to slow down

In-car entertainment: the pandemic accelerated its demise

Consumers cannot keep their hands away from their smartphones

Focus on health and wellness drives sales of wearables

Companies are rethinking ways to grow revenue streams

Strengthen e-commerce: livestreaming and live assistance

New technology: advances in display panels spur TV demand

Cost competitive: Xiaomi's growth driven by its high value to price ratio

Q2 2021 MACROECONOMIC UPDATE

Global baseline outlook: faster recovery expected

Uncertainty continues to decline but remains significant

Real GDP annual growth forecasts and revisions from last quarter, AE

Real GDP annual growth forecasts and revisions from last quarter, EMDE

ABOUT OUR INDUSTRY FORECAST MODEL

About Consumer Electronics forecast updates

Euromonitor International and COVID-19: forecasts and analysis

Consumer Electronics: COVID-19 data and reporting timeline

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/consumer-electronics-quarterly-statement-q2-2021/report.