

Home Audio and Cinema in Hong Kong, China

August 2023

Table of Contents

Home Audio and Cinema in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reopening of society means consumers return to out-of-home entertainment and have a lesser need for in-home entertainment setups

Audiophiles primarily drive demand in the category, as the majority of consumers balk at the high price points

Appliances and electronics specialist retailers continue to be the leading retail channel for home audio and cinema

PROSPECTS AND OPPORTUNITIES

Sluggish sales expected to continue, due to shifting consumer spending priorities

Competitive status quo expected to remain unchanged, with Sony holding its lead

CATEGORY DATA

Table 1 - Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 2 - Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Consumer Electronics in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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