

# Consumer Electronics in France

July 2023

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## Computers and Peripherals in France

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#### 2023 DEVELOPMENTS

Declining trends continue due to previous sales boost on desktops and laptops

Tablets struggles to recover, while monitors and printers wait for a replacement cycle

Hewlett-Packard maintains its lead, while refurbished device specialists continue to gain attention

### PROSPECTS AND OPPORTUNITIES

Stabilisation expected, albeit variable based on trends

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 Specialist auto and audio specialists remain the main retailers

#### PROSPECTS AND OPPORTUNITIES

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## [Home Audio and Cinema in France](#)

### KEY DATA FINDINGS

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 Nice demand from sound-quality enthusiasts drives the remaining sales  
 Premiumisation, high-tech, and durable products are appreciated by audio enthusiasts

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### PROSPECTS AND OPPORTUNITIES

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Retailing landscape remains consistent in headphones

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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Mobile phones sees small positive value gains, with volume slumps being one of the least severe across consumer electronics  
 Samsung and iPhone maintain their competitive top brand places, while third-placed Xiaomi grows its brand shares  
 E-commerce remains a strong channel for mobile phones, due to convenience

#### PROSPECTS AND OPPORTUNITIES

Refurbished models slow down replacement sales and lower the volume on new mobile phones  
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#### CATEGORY DATA

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## Portable Players in France

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 E-commerce is well suited to portable players and speakers, due to associations and logistical benefits

### PROSPECTS AND OPPORTUNITIES

Will smart speakers be the saviour for portable players?  
 Multifunctional devices, such as smartphones, will continue to pose a notable threat  
 E-commerce set to become a leading retail channel

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 Xiaomi leads overall thanks to strength of activity wearables, while Apple and Samsung top smart wearables  
 E-commerce remains an important channel for wearable electronics

### PROSPECTS AND OPPORTUNITIES

Growth potential remains, driven by smart wearables and analogue variants  
 Polarisation expected to between premium and lower-priced devices  
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