

Consumer Electronics in France

July 2023

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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

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 Specialist auto and audio specialists remain the main retailers

PROSPECTS AND OPPORTUNITIES

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 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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KEY DATA FINDINGS

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 Some attraction remains for both professionals and amateurs, who seek certain specifications
 GoPro maintains its unchallenged lead in digital camcorders

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Mobile Phones in France

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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
 As market penetration is close to saturation, players fight for market share and value growth
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Portable Players in France

KEY DATA FINDINGS

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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
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Wearable Electronics in France

KEY DATA FINDINGS

2023 DEVELOPMENTS

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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

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 Polarisation expected to between premium and lower-priced devices
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