

Consumer Electronics in Hong Kong, China

August 2023

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volumes continue to decline, as after-effects from the pandemic continue to impact shipping and manufacturing

Major brands consolidate their market share in uncertain market conditions

Peripherals struggle due to weakened demand for desktops

PROSPECTS AND OPPORTUNITIES

Computer sales tentatively set to recover in line with economic recovery, in addition to new product innovations from leading companies

Consumers shift to online channels to purchase computers, as physical showrooms and retail spaces decline

Printers continue to face challenges, as a result of alternative solutions and shifting consumer trends.

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

In-Car Entertainment in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment remains in a structural decline, due to rising competition and cannibalisation from multifunctional devices
 Major brands continue to lead, as luxury vehicle owners seek out entertainment systems to match their cars

PROSPECTS AND OPPORTUNITIES

Increased use of electric vehicles may lead to a shift in in-car entertainment trends
 High-end “connected vehicles” create an enhanced driving experience for consumers who can afford them

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
 Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Home Audio and Cinema in Hong Kong, China

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 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
 Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
 Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
 Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Home Video in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

TV sales see modest growth, midst market saturation and consumer preference for substitute products

New technology in TVs contributes to increased sales

PROSPECTS AND OPPORTUNITIES

Remote control technology upgrades a major feature for the future

Sustainable and smaller TVs to take the major spotlight, with 8K TVs decreasing in demand as a result

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2018-2023

Table 54 - Sales of Home Video by Category: Value 2018-2023

Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Headphones in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued popularity of TWS earbuds sustains growth in headphones

Technological improvements will drive maintained growth in TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds to become even more popular as sound quality improves

Headphones set to become more competitive, with polarisation expected

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2018-2023

Table 67 - Sales of Headphones by Category: Value 2018-2023

Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023

Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023

Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023

Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023

Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023

Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028

Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Imaging Devices in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digital camcorders benefits from return to out-of-home lifestyles, while cameras continue to face competition from smartphone cameras

Premium camera releases attract enthusiasts

PROSPECTS AND OPPORTUNITIES

Smartphone and camera players set to team up, as smartphone cameras continue to cannibalise sales

Mirrorless cameras will become more popular, as they slowly phase out other types

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023

Table 78 - Sales of Imaging Devices by Category: Value 2018-2023

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Mobile Phones in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mobile phone sales remain in a slump due to ongoing supply chain issues

Brick-and-mortar stores regain their place as a popular mobile phone retail channel

Foldable smartphones steadily become more prominent, as consumers prefer larger screen sizes

PROSPECTS AND OPPORTUNITIES

AI and machine learning integration in smartphones will play a big part in various parts of the mobile phone experience

Mobile AR set to become more prevalent over the forecast period

Mobile phone market recovering amidst better economic conditions

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 - Sales of Mobile Phones by Category: Value 2018-2023

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Portable Players in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players benefits from post-pandemic social occasions

Wireless speakers continue to be the stars of portable players

E-readers sees a smaller volume decline than expected, despite outdated image of such devices

PROSPECTS AND OPPORTUNITIES

Wireless speakers will continue to be the stars of the category

Tablets and smartphones will continue to prove strong competition for portable readers and other devices

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2018-2023

Table 102 - Sales of Portable Players by Category: Value 2018-2023

Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023

Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023

Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023

Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028

Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Wearable Electronics in Hong Kong, China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Activity bands continue to plateau as consumers prefer multi-functional products.

Smartwatch technological improvements key to driving sales

PROSPECTS AND OPPORTUNITIES

Possible metaverse integration may be a key driver for future growth

Rising health concerns lead to more developments in terms of health tracking

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023

Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

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-in-hong-kong-china/report.