

Consumer Electronics in Italy

July 2024

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Tablets continue to face competition from laptops and smartphones

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TomTom and Pioneer maintain their leading places

PROSPECTS AND OPPORTUNITIES

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2024 DEVELOPMENTS

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TV-focussed brands are increasingly moving into the audio and connected home spaces

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PROSPECTS AND OPPORTUNITIES

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Sales of imaging devices remain somewhat dependent on holidays and events

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Mobile Phones in Italy

KEY DATA FINDINGS

2024 DEVELOPMENTS

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Novelty features and category-crossover functions attract consumers

Consumers increasingly use smartphones to access online content, with a decline in use for calls

PROSPECTS AND OPPORTUNITIES

Ongoing Al integration will boost smartphones' use for the upcoming generations Chinese Oppo and Realme enhance their appeal as mid-range options HMD Global transitions away from Nokia smartphones to focus on its own brands

CATEGORY DATA

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Brands use crossover category points to enter wireless speakers

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Wearable Electronics in Italy

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Apple and Google are names to watch in smart wearables

Polar maintains its innovation momentum with further launches

Garmin establishes itself within high-end jewellery stores

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Al functionalities to create virtual "training coaches", but "virtual doctors" cannot replace real ones Increasingly important for brands to create connected ecosystems

Cashless payments set to become the norm - at least in areas with reliable internet connectivity

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