



Euromonitor
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Consumer Electronics in China

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2024 DEVELOPMENTS

As product lifecycles have not yet ended, both business and retail computers witness volume declines
In retail, volume growth of tablets slows due to a lack of innovation, and the product lifecycle
Printers experiences another year of notable decline, driven by paperless operations

PROSPECTS AND OPPORTUNITIES

The rise of high-performance computers
AIPC (Artificial Intelligence Personal Computer) has the potential to drive sales of computers in the future
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In-Car Entertainment in China

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- In-car navigation on a constant declining trend

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OLED TVs attract higher-income consumers due to picture quality

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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