



Euromonitor
International

Consumer Electronics in France

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Computers and Peripherals in France

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2024 proves to be a year of transition for computers
Peripherals sees mixed results, with gaming support for monitors and with printers in a steep decline
Lenovo maintains success, Apple enjoys its ecosystem, and Samsung stands out through new launches and strategies

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Mobile Phones in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

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 Samsung and Apple maintain their leads thanks to strong brand image
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Portable Players in France

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Home pod styles of wireless speakers hold the greatest potential
E-commerce is well suited to portable players and wireless speakers, due to associations and logistical benefits

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Wearable Electronics in France

KEY DATA FINDINGS

2024 DEVELOPMENTS

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Different players focus on areas of particular strength for their brands
Electronic specialists and e-commerce are the main channels for wearables

PROSPECTS AND OPPORTUNITIES

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