



Euromonitor  
International

# Samsung Corp in Consumer Electronics

October 2024

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Smartphones dominate Samsung's consumer electronics sales

Executive summary

## STATE OF PLAY

Samsung remains in second place in 2024 after losing top spot to Apple a year earlier

Samsung leads the regional markets in Western Europe and Latin America

Strong competition from both Apple and the Chinese players BBK and Xiaomi

Market momentum driving Samsung's value growth

Samsung placing profitability above market share

## EXPOSURE TO FUTURE GROWTH

Smartphones will account for the bulk of Samsung's new value sales

Apple and Samsung expected to continue leading consumer electronics

Samsung's Galaxy Ring offers affordable AI health monitoring

## COMPETITIVE POSITIONING

Apple retains the top spot in 2024 that it gained from Samsung a year earlier

Samsung's main competitor overlap remains with Apple

Services revenues increasingly important for Apple

Samsung's key categories and markets

Samsung's key brands

SmartThings reaches 350 million users

Samsung aiming for net zero emissions by 2050

## PORTABLE CONSUMER ELECTRONICS

Asia Pacific continues to lead Samsung's portable consumer electronics sales

Smartphones dominate Samsung's portable consumer electronics sales

Sixth-generation smartphones to help boost sales in the coming years

## COMPUTERS AND PERIPHERALS

North America is Samsung's biggest computers and peripherals region

Sales of tablets outweigh those of monitors in all but China for Samsung's top 10 markets

Tablets and laptops will dominate new value sales for Samsung over 2024-2027

## IN-HOME CONSUMER ELECTRONICS

Western Europe leads in-home electronics sales for Samsung

Televisions lead sales in all of Samsung's top 10 countries

US expected to generate high levels of new value sales in OLED TVs

## KEY FINDINGS

Executive summary

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Projected company sales: FAQs

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