

Xiaomi Corp in Consumer Electronics

October 2024

Table of Contents

Scope

Executive summary

Top companies at a glance

Xiaomi Corp's global footprint

Company overview

Growth decomposition

Exposure to growth

Xiaomi's journey in TWS earbuds: Steady growth amidst Apple and Samsung's dominance

Projected rankings

R elative performance

Competitor overlap

Key categories and markets

Xiaomi's adaptability in leading wearables, phones, and niche markets globally

Key brands

Adapting to geopolitical shifts, Xiaomi leverages affordability and IoT to expand globally

Portable consumer electronics sales by region

Top countries by category

Top countries by category

In-home consumer electronics sales by region

Top countries by category

Top countries by category

Key findings

Projected company sales: FAQs Projected company sales: FAQs

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 focusing 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/xiaomi-corp-in-consumer-electronics/report.