

Competitor Strategies in Consumer Electronics

February 2025

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Key findings

CONSUMER ELECTRONICS: INDUSTRY OVERVIEW

Companies at a glance

Apple outperforms its rivals due to robust brand positioning

Rise of smart home leads to strengthened offer in appliances by some electronics giants

After struggles, Huawei gains momentum in its home market

Honor grows in emerging markets, while Xiaomi keeps strengthening in developed markets

Fourth biggest player Xiaomi projected to grow, particularly in emerging markets

Samsung and Apple to maintain their leadership

TECH SAVVY BARGAIN HUNTERS

Consumers still willing to spend on features, but looking at all-round value

European consumers appreciate Xiaomi's proposition of innovation at affordable prices

Premium features and innovation are no less important for budget-squeezed consumers

PROFITS OVER MARKET SHARE

Market saturation pushes manufacturers to prioritise profitability over market share Samsung is one of the companies pivoting its business strategy towards profitability Leveraging different attitudes to budget and indulgence across consumer groups

ALAT THE FOREFRONT

Al advancements continue to change the industry, but some consumers are cautious From mimicking human conversations to a personal scheduling assistant, Al is everywhere

APPENDIX

Projected company sales: FAQs

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