

Consumer Electronics in Singapore

July 2023

Table of Contents

Consumer Electronics in Singapore

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for computers and peripherals continues to decline in 2023

Refurbished and second-hand products continue to gain popularity

Apple strengthens leadership of category in retail volume terms

PROSPECTS AND OPPORTUNITIES

Digitalisation to support demand for laptops over forecast period

Tablets set to further decline over forecast period as consumers prefer alternative options

Sales through e-commerce likely to further rise

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

In-Car Entertainment in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improvements to built-in car entertainment reduces demand for aftermarket sales
 Declining car ownership in Singapore contributes to the decline in demand
 Category impacted by increasing usage of smartphones for GPS navigation

PROSPECTS AND OPPORTUNITIES

In-car speakers to record lowest volume decline over forecast period
 Players encouraged to move away from in-car navigation due to pessimistic outlook
 High possibility of in-dash media players becoming obsolete in near future

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
 Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Home Audio and Cinema in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further drop in demand for home audio and cinema
 Soundbars supports lower decline for home cinema and speaker systems
 Retailers take an omnichannel approach to sales

PROSPECTS AND OPPORTUNITIES

Multifunctionality and connectivity are important features
 Category will continue to be cannibalised by alternative products

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
 Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Home Video in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand improves for televisions following 2022's volume decline

Competition intensifies within OLED TVs

LCD TVs remains dominant within televisions

PROSPECTS AND OPPORTUNITIES

Optimistic outlook, with OLED TVs set to remain more dynamic performer

Appliances and electronics specialists to remain leading distribution channel

Retail sales of video players no longer registered in local market

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2018-2023

Table 54 - Sales of Home Video by Category: Value 2018-2023

Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Headphones in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds continues to drive growth within headphones

Apple maintains leadership of headphones

PROSPECTS AND OPPORTUNITIES

Healthy forecast for headphones

Growth in gaming industry directly proportional to demand for headphones

E-commerce to maintain popularity with many players taking omnichannel approach

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2018-2023

Table 67 - Sales of Headphones by Category: Value 2018-2023

Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023

Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023

Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
 Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
 Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
 Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
 Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
 Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
 Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Imaging Devices in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category continues to lose relevance as smartphones rise as alternative option
 Consumers increasingly use smartphones for content creation
 SLR cameras increasingly replaced by mirrorless options

PROSPECTS AND OPPORTUNITIES

Demand to be sustained by increasing number of influencers and content creators in Singapore
 E-commerce set to gain further share
 Digital camcorders more resilient than cameras to smartphone cannibalisation

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023
 Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
 Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
 Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
 Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
 Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
 Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
 Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
 Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
 Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
 Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Mobile Phones in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Marginal volume growth for smartphones following 2022's decline
 Apple maintains leadership in 2023, followed closely by Samsung
 Ease of social media use and features such as camera quality increasingly drive consumers' purchasing decisions

PROSPECTS AND OPPORTUNITIES

Economic uncertainty likely to promote longer replacement cycles
 E-commerce set to remain strong distribution channel for smartphones

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023
 Table 89 - Sales of Mobile Phones by Category: Value 2018-2023
 Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Portable Players in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category growth solely driven by wireless speakers in 2023
JBL continues to lead wireless speakers in 2023
Unit prices slowly rise as consumers search for better quality products

PROSPECTS AND OPPORTUNITIES

Smart wireless speakers to ensure future growth
E-commerce set to gain further share due its convenience

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2018-2023
Table 102 - Sales of Portable Players by Category: Value 2018-2023
Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Wearable Electronics in Singapore

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive sales continue, driven by popularity of smart wearables
Apple maintains leadership of increasingly competitive landscape
E-commerce remains important channel for wearable electronics

PROSPECTS AND OPPORTUNITIES

Health and wellness trend to continue driving growth
Digital activity watches being threatened by smart wearables
Connectivity is becoming a key feature

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023
Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

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 focussing 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/consumer-electronics-in-singapore/report.