



Consumer Electronics: Half-Year Update H1 2024

March 2024

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Key takeaways

H1 CONSUMER ELECTRONICS UPDATE

Early optimistic outlook for 2023 failed to materialise

LCD TVs: Sales poised for slow recovery after hitting rock bottom

Consumers finding ways to improve their cinematic experience without buying a new TV

Smartphones: Lack of new killer features to attract consumers

Profits generated to invest in new and emerging technologies

Laptops: Extended replacement cycles impact sales

Even Apple was unable to convince its customers to pay a premium for a laptop

China recorded the largest drop, as recovery was delayed until 2024

Global baseline outlook: Growth expected to slow in 2024 before reaccelerating in 2025

Global inflation expected to moderate further in 2024, though at a slowing pace

Real GDP annual growth forecasts and revisions from last quarter (1)

Real GDP annual growth forecasts and revisions from last quarter (2)

ABOUT OUR INDUSTRY FORECAST MODEL

Consumer electronics data and reporting timeline

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