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Consumer Electronics Viewpoint Service

Part of the Consumer Electronics & Display Applications Service Area Package

Real-time access to a continuous flow of research across the broader consumer electronics market.

Electronics Viewpoint Service | MSCD-101330

“The consumer electronics industry is valued at almost US\$1 trillion today, with robust growth expected, and there is a need to understand industry trends at an ecosystem and even industry level, rather than just the device level.”

Teik Chuan Goh
Analyst

VIEWPOINT

Consumer Electronics Viewpoint Service

HOW OMDIA HELPS YOU

Market sizing and forecasting for 23 devices across 7 global regions, with penetration of features such as resolution, display technology, refresh rate and more

Annual brand footprint for the broader industry, with rankings, shipments and revenue for top vendors

Growth drivers and opportunities within key CE product segments

KEY QUESTIONS ADDRESSED

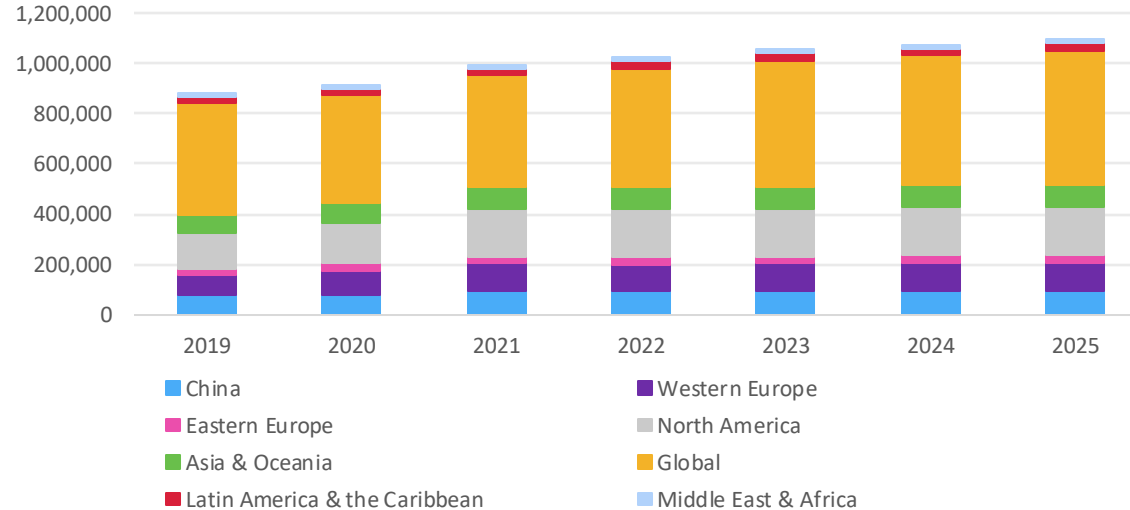
How are features such as resolution and refresh rate penetrating the CE market?

How big are device ecosystems such as gaming and home entertainment and how are they forecast to develop?

Which regions are forecast to grow

How will changes in feature penetration affect supply chains and content developers?

**Consumer Electronics
Revenues (USD, millions)**



Source: Omdia

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Consumer Electronics: Our Expert Analyst



Teik Chuan Goh
Sr Research Analyst
**Consumer Electronics &
Display Applications**

Consumer Electronics: Deliverables



MARKET TRACKER

—Quarterly—

Consumer Electronics Market Tracker



REPORTS

—Annual—

An average of 4 reports per year



ANALYST INSIGHTS

—On-going—

Client-exclusive commentary on developments throughout the year



ANALYST ACCESS

—On-going—

Prompt responses to urgent and unique questions

Consumer Electronics: Market Tracker & Reports

Consumer Electronics Market Tracker

Quarterly summary of feature penetration and market trends across devices and categories. An Excel database is delivered each quarter.

Shipments & revenue at the device level for the following features

- Connectivity
- Resolution
- Display Technology
- Refresh Rate
- Dynamic Range

Ecosystem view of shipments & revenue

- Audio
- Creativity
- Entertainment
- Gaming
- Home automation
- Personal monitoring
- Productivity
- Video

Market sizing and forecasts for 23 devices across 7 global regions

- Asia & Oceania (excluding China)
- China
- Eastern Europe
- Latin America & the Caribbean
- Middle East & Africa
- North America
- Western Europe

Actionable coverage of feature penetration at the device level and throughout the ecosystem, providing insight into growth drivers and opportunities

Ecosystem breakdown offering an overview of trends within device categories

Reports

An average of 6 reports per year are published on topics of timely interest and are designed to offer deep examination of key areas of the consumer electronics market

Sample report titles include

- USB-C Report
- Interface Battleground Report
- Consumer Electronics Brand Footprint
- CES, MWC and IFA Tradeshow Reports

Timely coverage of major news items in the greater Consumer Electronics industry

Actionable analysis of key trends and companies within the greater CE industry

Broad range of topics with in-depth coverage of those with cross-device importance

Recap of major tradeshows and attending analysts' key takeaways

Consumer Electronics: Research Coverage (Device)

- AIO PC
- AV Receiver
- Blu-ray Player
- Desktop PC
- E-Book
- Fitness/Wellness Tracker
- Game Console
- Headphones
- Monitor
- Notebook PC
- Robotic Appliances
- Set-top box
- Smart Home Temperature Management
- Smart Home Video Surveillance
- Smart Speaker
- Smart Watch
- Smartphone
- Soundbar
- Streaming Media Device
- Tablet
- TV
- VR Hardware
- Wireless Speaker

Consumer Electronics: Future Enhancement Plan

VR content: The CE research team is actively recruiting for a VR analyst.

The role will provide a more comprehensive and wholistic view on the market, benefiting VR related content and data in the service.

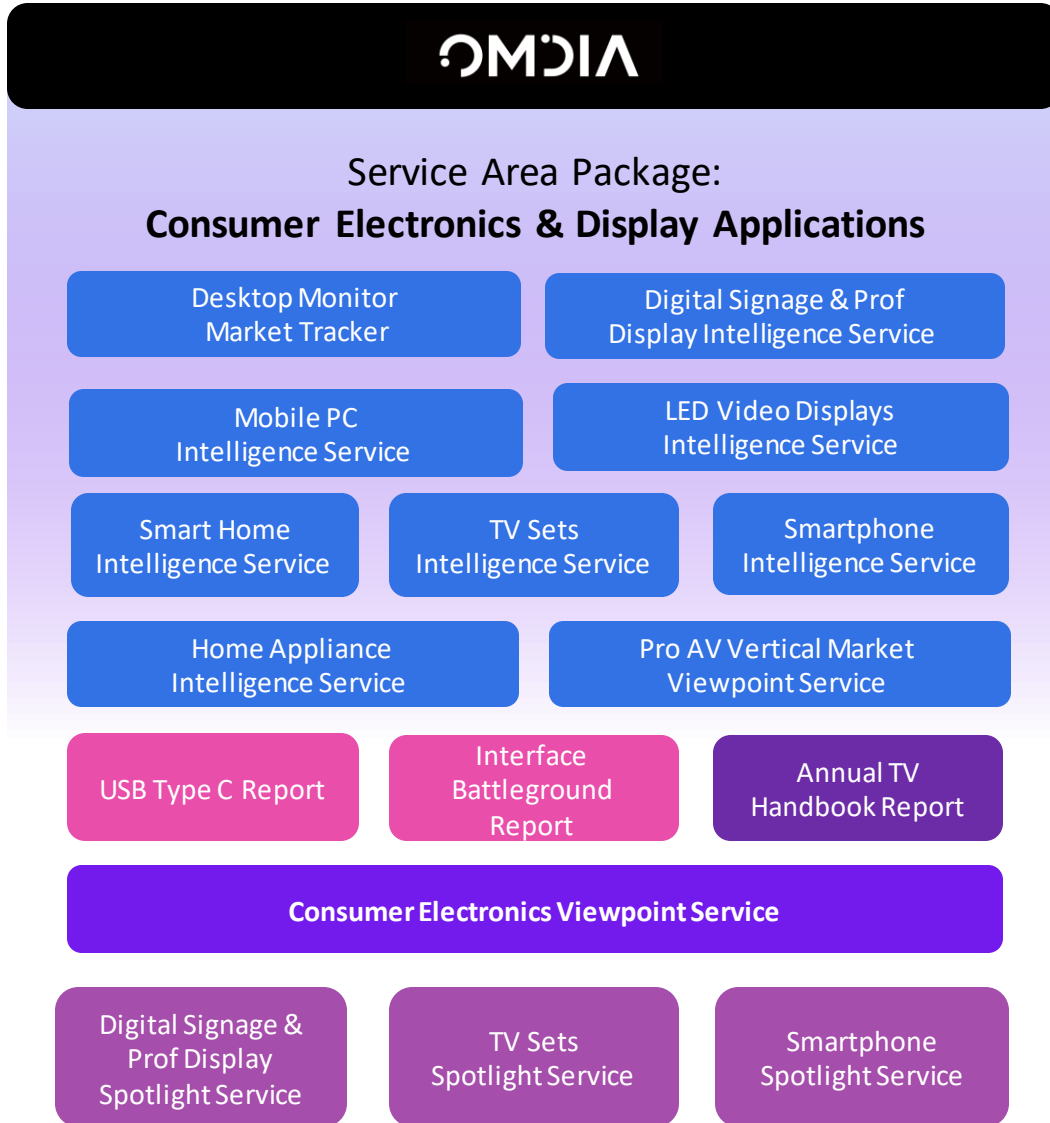
Market analysis:

- Quarterly top-level analysis on the overview of the consumer electronics market
- The addition is scheduled to be published in 3Q23-4Q23 alongside the data deliverable

Audio coverage :

- Strengthening the audio-based categories within CE
- True Wireless Stereo (TWS) will be incorporated research pipeline

Related Content: Consumer Electronics & Display Applications Service Area Coverage



About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.



Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Consumer Electronics & Display Applications

Intelligence Services

- TV Sets
- Smart Home
- Mobile PC
- Home Appliance
- Smartphone
- Desktop Monitor
- LED Video Displays
- Digital Signage & Prof

Viewpoint & Spotlight Services

- Consumer Electronics Viewpoint
- TV Sets Spotlight
- Smartphone Spotlight
- Digital Signage & Prof Spotlight

Large Area Display & Supply Chain

Intelligence Services

- TV Display & OEM
- Notebook/ Tablet Display & OEM

Trackers

- Display Long-Term Demand Forecast
- Display Production & Inventory
- Large Area Display Price
- Large Area Display Market
- Large Area Display Production Strategy
- Large Area Display Product Roadmap
- Monitor Display & OEM

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Display Dynamics Spotlight

Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE

Small & Medium Displays & Touch Interface

Intelligence Services

- Smartphone Display

Trackers

- Small Medium Display
- Small Medium Display Supply Chain
- OLED Display
- Automotive Display
- Touch Panel

Reports

- Automotive Touch & Interface
- Display Fingerprint Tech
- Touch Panel Cover Lens

Viewpoint & Spotlight Services

- Display Dynamics Viewpoint
- Automotive Display Spotlight

Display Manufacturing, Technology & Components

Intelligence Services

- OLED & LCD Supply Demand & Equipment
- OLED & Flexible Display

Trackers

- OLED Display Roadmap
- Display Backlight
- Display Glass
- Display Optical Film
- Display Driver IC
- OLED Materials
- OLED Display Cost Model
- Large Area Display Cost
- Smartphone & Tablet

Reports

- Foldable Display Tech
- Micro LED Display Tech

Viewpoint Service

- Display Dynamics Viewpoint Service

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Thank you

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