

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 overall consumer electronics market.

“ The consumer electronics industry is valued at more than \$1.3 trillion today, rising to more than \$1.5 trillion in 4 years, and there is a need to understand which companies are well positioned to take advantage of this growth. ”

Nina Rao
Research Analyst

Consumer Electronics Viewpoint Service

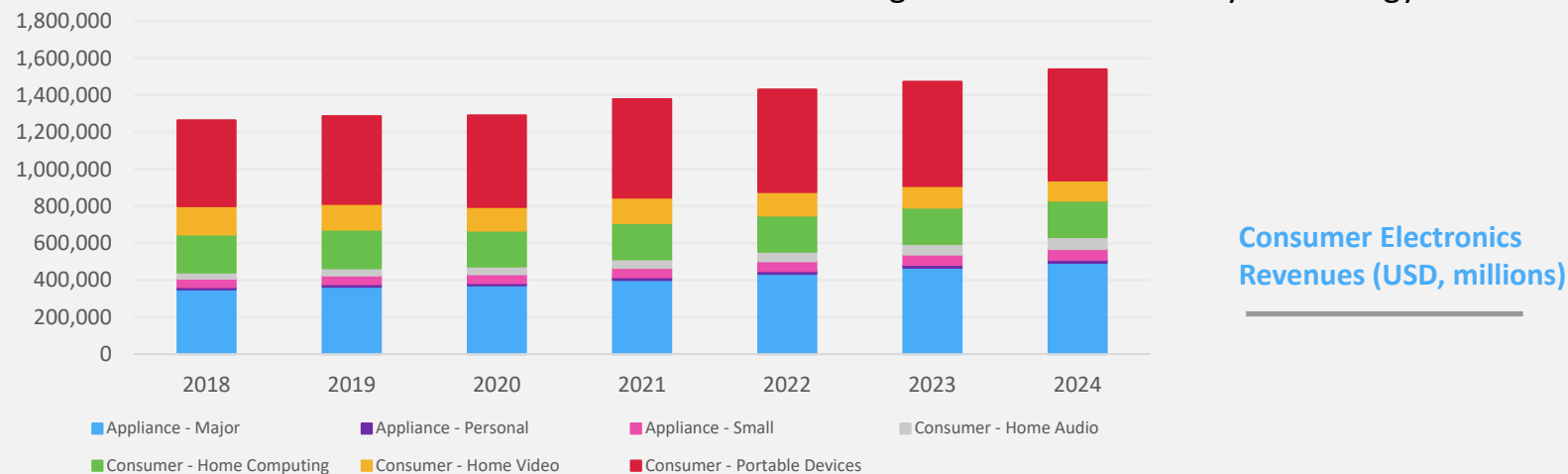
Part of the Consumer Electronics & Display Applications Service Area Package

HOW OMDIA HELPS YOU

- Market sizing and forecasting for 40 devices across 7 global regions
- Consumer electronics vendor strategies
- Growth drivers and opportunities within key CE product segments, regionally and globally
- Key players across each consumer device segments and how their market positions have shifted
- Areas of growth potential for product segments vs. connectivity technology

KEY QUESTIONS ADDRESSED

- What is the relative size of business for major CE manufacturers by device category?



Source: Omdia

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Consumer Electronics: Our Expert Analysts



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Consumer Electronics: Deliverables



MARKET TRACKERS

—Quarterly—

- Customer Electronics Quarterly Market Trackers



REPORTS

—Annual—

An average of 6 reports per year



ANALYST INSIGHTS

—Ongoing—

Client-exclusive commentary on developments throughout the year.



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Consumer Electronics: Market Tracker & Report

Consumer Electronics Quarterly Market Trackers

Quarterly reports summarize the market trends and insights across each product group. A report (PDF) and database (Excel) are delivered each quarter.

DETAILS

Frequency: Quarterly

Measures

- Device – Shipments & Revenues
- Semiconductor - Revenue
- Connectivity – Shipments & Revenues
- Vendor – Shipments, Revenues & Share
- Display Resolution – Shipments & Revenues

Regions

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

COVERAGE

- Market sizing and forecasting for 40 devices across 7 global regions
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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

DETAILS

Sample report titles include

- USB Type C Market
- Interface Battleground Report
- Coronavirus Impacts on TV Market
- CES, MWC and IFA tradeshow Reports
- Consumer Electronics Market: Impact of US-China Trade War
- Surging Demand for Consumer Security Cameras and Video Doorbells


COVERAGE

- Timely coverage of major news items in the Consumer Electronics industry
- Actionable analysis of key trends and companies
- Broad range of topics, but still in-depth at times on important issues
- Recap of major tradeshow and attending analysts' key takeaways

Consumer Electronics: Research Coverage (Device)

- Air Conditioning Appliances
- AV Receiver
- Blu-ray Player
- Breakfast Appliances
- Broadband CPE
- Desktop PC
- Dishwashing Appliances
- Floor Care Appliances
- Food Preparation Appliances
- Game Console
- Games Handset
- Garment Care Appliances
- Hair Care Appliances
- Headphones
- Home Laundry appliances
- Large Cooking Appliances
- Mobile Handsets
- Monitor
- Notebook PC
- Oral Care Appliances
- Refrigeration Appliances
- Robotic Appliances
- Set top-box
- Small Cooking Appliances
- Smart Speaker
- Soundbars
- Tablet
- TV
- Virtual Reality Headset
- Wearable Technology
- Wireless Speaker
- Streaming Media Device

Related Content: Consumer Electronics & Display Applications Service Area Coverage



Service Area Package: Consumer Electronics & Display Applications

- Desktop Monitor Market Tracker
- Home Appliance Intelligence Service
- Mobile PC Intelligence Service
- Smart Home Intelligence Service
- Medical Imaging Specialty Displays Tracker
- Consumer Electronics Viewpoint Service
- Digital Signage & Prof Display Intelligence Service
- LED Video Displays Intelligence Service
- Smartphone Intelligence Service
- TV Sets Intelligence Service
- Digital Signage & Prof Display Spotlight Service
- Smartphone Spotlight Service
- TV Sets Spotlight Service
- World Cellular Handset Spotlight Service

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	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p>Intelligence Services</p> <ul style="list-style-type: none"> • TV Sets • Smart Home • Mobile PC • Home Appliance • Smartphone • Desktop Monitor • LED Video Displays • Digital Signage & Prof <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Consumer Electronics Viewpoint • TV Sets Spotlight • Smartphone Spotlight • Digital Signage & Prof Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • TV Display & OEM • Notebook/ Tablet Display & OEM <p>Trackers</p> <ul style="list-style-type: none"> • 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 <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint • Display Dynamics Spotlight 	<p>Intelligence Service</p> <ul style="list-style-type: none"> • Smartphone Display <p>Trackers</p> <ul style="list-style-type: none"> • Small Medium Display • Small Medium Display Supply Chain • OLED Display • Automotive Display • Touch Panel <p>Reports</p> <ul style="list-style-type: none"> • Automotive Touch & Interface • Display Fingerprint Tech • Touch Panel Cover Lens <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint • Automotive Display Spotlight 	<p>Intelligence Services</p> <ul style="list-style-type: none"> • OLED & LCD Supply Demand & Equipment • OLED & Flexible Display <p>Trackers</p> <ul style="list-style-type: none"> • 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 <p>Reports</p> <ul style="list-style-type: none"> • Foldable Display Tech • Micro LED Display Tech <p>Viewpoint Service</p> <ul style="list-style-type: none"> • Display Dynamics Viewpoint Service

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.