

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.

“ 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. ”

Nina Rao
Analyst

Consumer Electronics Viewpoint Service

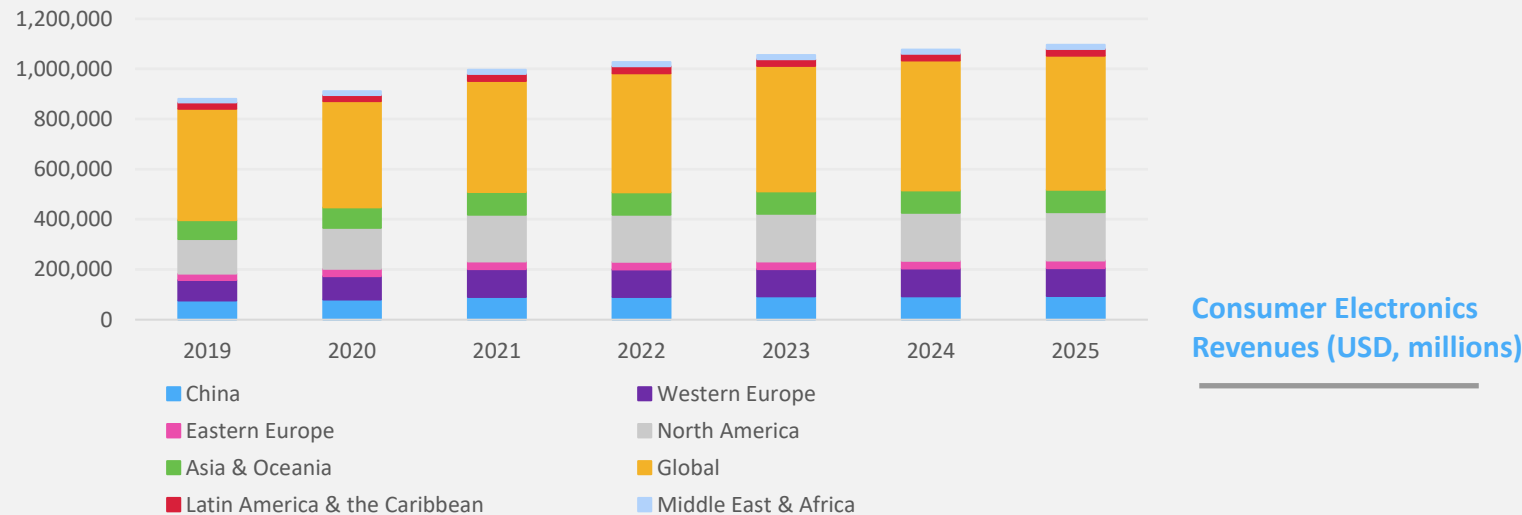
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HOW OMDIA HELPS YOU

- 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?



Source: Omdia

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Consumer Electronics: Our Expert Analyst



Nina Rao
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.

DETAILS

- 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

COVERAGE

- 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

DETAILS

Sample report titles include

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


COVERAGE

- 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 tradeshow 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

Related Content: Consumer Electronics & Display Applications Service Area Coverage



Service Area Package: Consumer Electronics & Display Applications

Desktop Monitor Market Tracker

Digital Signage & Prof Display Intelligence Service

TV Sets Intelligence Service

LED Video Displays Intelligence Service

Mobile PC Intelligence Service

Smartphone Intelligence Service

Smart Home Intelligence Service

Consumer Electronics Viewpoint 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 Applications Research

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

The research service offers access to Omdia expertise on TV, smartphone, mobile PC, smart home, monitor and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research offers all-important analysis with 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 • Smartphone • Desktop Monitor • LED Video Displays • Digital Signage & Professional Display <p>Viewpoint & Spotlight Services</p> <ul style="list-style-type: none"> • Consumer Electronics Viewpoint • TV Sets Spotlight • Smartphone Spotlight • Digital Signage & Professional Display 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.