

Global Consumer Electronics Extended Warranty Service Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Consumer Electronics Extended Warranty Service market size will reach 65,885 Million USD in 2025 and is projected to reach 98,740 Million USD by 2032, with a CAGR of 5.95% (2025-2032). Notably, the China Consumer Electronics Extended Warranty Service market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Consumer electronics extended warranty service is an optional protection plan offered by retailers or third-party providers to extend the warranty coverage of a purchased electronic device beyond the manufacturer's warranty period. This service provides consumers with added peace of mind by covering potential repair or replacement costs for defects, malfunctions, or damage that may occur after the manufacturer's warranty has expired. Depending on the plan, it can offer benefits such as free repairs, replacements, or refunds for covered issues, as well as 24/7 customer support for technical assistance. Consumers can choose to purchase the extended warranty service at the time of buying the electronic device or within a specified period after the initial purchase. While it offers an extra layer of protection, it is essential for consumers to carefully review the terms and conditions of the extended warranty to understand what is covered, any limitations or exclusions, and the cost involved.

The major global suppliers of Consumer Electronics Extended Warranty Service include

Asurion, AIG, Allstate (Squaretrade), Assurant, Zurich, Chubb, Amtrust, Allianz, AXA, Aviva, CNA Financial (CCC), Liewize (formerly Brightstar), etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Consumer Electronics Extended Warranty Service. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Consumer Electronics Extended Warranty Service market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Consumer Electronics Extended Warranty Service market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Consumer Electronics Extended Warranty Service industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Consumer Electronics Extended Warranty Service Include:

Asurion

AIG

Allstate (Squaretrade)

Assurant

Zurich

Chubb

Amtrust

Allianz

AXA

Aviva

CNA Financial (CCC)

Likewise (formerly Brightstar)

Consumer Electronics Extended Warranty Service Product Segment Include:

Standard Protection Plan

Accidental Protection Plan

Consumer Electronics Extended Warranty Service Product Application Include:

Laptops & PCs

Mobile Phone

Wearables

Gaming

Tablets

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Consumer Electronics Extended Warranty Service Industry PESTEL Analysis

Chapter 3: Global Consumer Electronics Extended Warranty Service Industry Porter's Five Forces Analysis

Chapter 4: Global Consumer Electronics Extended Warranty Service Major Regional Market Size and Forecast Analysis

Chapter 5: Global Consumer Electronics Extended Warranty Service Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Passenger Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and

Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Consumer Electronics Extended Warranty Service Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Consumer Electronics Extended Warranty Service Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 CONSUMER ELECTRONICS EXTENDED WARRANTY SERVICE MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Consumer Electronics Extended Warranty Service Product by Type
 - 1.2.1 Standard Protection Plan
 - 1.2.2 Accidental Protection Plan
- 1.3 Consumer Electronics Extended Warranty Service Product by Application
 - 1.3.1 Laptops & PCs
 - 1.3.2 Mobile Phone
 - 1.3.3 Wearables
 - 1.3.4 Gaming
 - 1.3.5 Tablets
 - 1.3.6 Others
- 1.4 Global Consumer Electronics Extended Warranty Service Market Size Analysis (2020-2032)
- 1.5 Consumer Electronics Extended Warranty Service Market Development Status and Trends
 - 1.5.1 Consumer Electronics Extended Warranty Service Industry Development Status Analysis
 - 1.5.2 Consumer Electronics Extended Warranty Service Industry Development Trends Analysis

2 CONSUMER ELECTRONICS EXTENDED WARRANTY SERVICE MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 CONSUMER ELECTRONICS EXTENDED WARRANTY SERVICE MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry

- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL CONSUMER ELECTRONICS EXTENDED WARRANTY SERVICE MARKET ANALYSIS BY REGIONS

- 4.1 Global Consumer Electronics Extended Warranty Service Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Consumer Electronics Extended Warranty Service Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Consumer Electronics Extended Warranty Service Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Consumer Electronics Extended Warranty Service Revenue Forecast by Region (2026-2032)

5 GLOBAL CONSUMER ELECTRONICS EXTENDED WARRANTY SERVICE MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Consumer Electronics Extended Warranty Service Market Size by Type (2020-2032)
- 5.2 Global Consumer Electronics Extended Warranty Service Market Size by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Consumer Electronics Extended Warranty Service Market Size by Type
- 6.4 North America Consumer Electronics Extended Warranty Service Market Size by Application
- 6.5 North America Consumer Electronics Extended Warranty Service Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

7.1 Europe Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)

7.2 Europe Key Suppliers Analysis

7.3 Europe Consumer Electronics Extended Warranty Service Market Size by Type

7.4 Europe Consumer Electronics Extended Warranty Service Market Size by Application

7.5 Europe Consumer Electronics Extended Warranty Service Market Size by Country

7.5.1 Germany

7.5.2 France

7.5.3 United Kingdom

7.5.4 Italy

7.5.5 Spain

7.5.6 Benelux

8 CHINA

8.1 China Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)

8.2 China Key Suppliers Analysis

8.3 China Consumer Electronics Extended Warranty Service Market Size by Type

8.4 China Consumer Electronics Extended Warranty Service Market Size by Application

9 APAC (EXCL. CHINA)

9.1 APAC (excl. China) Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)

9.2 APAC (excl. China) Key Suppliers Analysis

9.3 APAC (excl. China) Consumer Electronics Extended Warranty Service Market Size by Type

9.4 APAC (excl. China) Consumer Electronics Extended Warranty Service Market Size by Application

9.5 APAC (excl. China) Consumer Electronics Extended Warranty Service Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Suppliers Analysis

10.3 Latin America Consumer Electronics Extended Warranty Service Market Size by Type

10.4 Latin America Consumer Electronics Extended Warranty Service Market Size by Application

10.5 Latin America Consumer Electronics Extended Warranty Service Market Size by Country

10.5.1 Mexico

10.5.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Consumer Electronics Extended Warranty Service Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Suppliers Analysis

11.3 Middle East & Africa Consumer Electronics Extended Warranty Service Market Size by Type

11.4 Middle East & Africa Consumer Electronics Extended Warranty Service Market Size by Application

11.5 Middle East & Africa Consumer Electronics Extended Warranty Service Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY SUPPLIERS

12.1 Global Consumer Electronics Extended Warranty Service Market Revenue by Key Suppliers (2021-2025)

12.2 Consumer Electronics Extended Warranty Service Competitive Landscape Analysis and Market Dynamic

12.2.1 Consumer Electronics Extended Warranty Service Competitive Landscape Analysis

12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Asurion

13.1.1 Asurion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Asurion Consumer Electronics Extended Warranty Service Product Portfolio

13.1.3 Asurion Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.2 AIG

13.2.1 AIG Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 AIG Consumer Electronics Extended Warranty Service Product Portfolio

13.2.3 AIG Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.3 Allstate (Squaretrade)

13.3.1 Allstate (Squaretrade) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Allstate (Squaretrade) Consumer Electronics Extended Warranty Service Product Portfolio

13.3.3 Allstate (Squaretrade) Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.4 Assurant

13.4.1 Assurant Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Assurant Consumer Electronics Extended Warranty Service Product Portfolio

13.4.3 Assurant Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Zurich

13.5.1 Zurich Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Zurich Consumer Electronics Extended Warranty Service Product Portfolio

13.5.3 Zurich Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.6 Chubb

13.6.1 Chubb Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Chubb Consumer Electronics Extended Warranty Service Product Portfolio

13.6.3 Chubb Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.7 Amtrust

13.7.1 Amtrust Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Amtrust Consumer Electronics Extended Warranty Service Product Portfolio

13.7.3 Amtrust Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.8 Allianz

13.8.1 Allianz Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Allianz Consumer Electronics Extended Warranty Service Product Portfolio

13.8.3 Allianz Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.9 AXA

13.9.1 AXA Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 AXA Consumer Electronics Extended Warranty Service Product Portfolio

13.9.3 AXA Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.10 Aviva

13.10.1 Aviva Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Aviva Consumer Electronics Extended Warranty Service Product Portfolio

13.10.3 Aviva Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.11 CNA Financial (CCC)

13.11.1 CNA Financial (CCC) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 CNA Financial (CCC) Consumer Electronics Extended Warranty Service Product Portfolio

13.11.3 CNA Financial (CCC) Consumer Electronics Extended Warranty Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 Likewize (formerly Brightstar)

13.12.1 Likewize (formerly Brightstar) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Likewize (formerly Brightstar) Consumer Electronics Extended Warranty Service Product Portfolio

13.12.3 Likewize (formerly Brightstar) Consumer Electronics Extended Warranty

Service Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Consumer Electronics Extended Warranty Service Industry Chain Analysis

14.2 Consumer Electronics Extended Warranty Service Typical Downstream Customers

14.3 Consumer Electronics Extended Warranty Service Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Consumer Electronics Extended Warranty Service Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Consumer Electronics Extended Warranty Service Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Consumer Electronics Extended Warranty Service Industry Development Status

Table 4: Consumer Electronics Extended Warranty Service Industry Development Trends

Table 5: Global Consumer Electronics Extended Warranty Service Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Consumer Electronics Extended Warranty Service Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Consumer Electronics Extended Warranty Service Revenue Market Share by Region (2020-2025)

Table 8: Global Consumer Electronics Extended Warranty Service Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Consumer Electronics Extended Warranty Service Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Consumer Electronics Extended Warranty Service Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Consumer Electronics Extended Warranty Service Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Consumer Electronics Extended Warranty Service Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Consumer Electronics Extended Warranty Service Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Consumer Electronics Extended Warranty Service Players in North America

Table 15: North America Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Consumer Electronics Extended Warranty Service Revenue by

Application (2026-2032) & (US\$ Million)

Table 19: North America Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Consumer Electronics Extended Warranty Service Players in Europe

Table 22: Europe Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 23: Europe Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 24: Europe Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 25: Europe Consumer Electronics Extended Warranty Service Revenue by Application (2026-2032) & (US\$ Million)

Table 26: Europe Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 27: Europe Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 28: Key Consumer Electronics Extended Warranty Service Players in China

Table 29: China Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 30: China Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 31: China Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 32: China Consumer Electronics Extended Warranty Service Revenue by Application (2026-2032) & (US\$ Million)

Table 33: Key Consumer Electronics Extended Warranty Service Players in APAC (excl. China)

Table 34: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 35: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 36: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 37: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue by Application (2026-2032) & (US\$ Million)

Table 38: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 39: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 40: Key Consumer Electronics Extended Warranty Service Players in Latin America

Table 41: Latin America Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 42: Latin America Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 43: Latin America Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 44: Latin America Consumer Electronics Extended Warranty Service Revenue by Application (2026-2032) & (US\$ Million)

Table 45: Latin America Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 46: Latin America Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 47: Key Consumer Electronics Extended Warranty Service Players in Middle East & Africa

Table 48: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Consumer Electronics Extended Warranty Service Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Consumer Electronics Extended Warranty Service Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: Asurion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: Asurion Consumer Electronics Extended Warranty Service Product Portfolio

Table 60: Asurion Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: AIG Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: AIG Consumer Electronics Extended Warranty Service Product Portfolio

Table 63: AIG Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 64: Allstate (Squaretrade) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Allstate (Squaretrade) Consumer Electronics Extended Warranty Service Product Portfolio

Table 66: Allstate (Squaretrade) Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Assurant Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Assurant Consumer Electronics Extended Warranty Service Product Portfolio

Table 69: Assurant Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Zurich Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Zurich Consumer Electronics Extended Warranty Service Product Portfolio

Table 72: Zurich Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 73: Chubb Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: Chubb Consumer Electronics Extended Warranty Service Product Portfolio

Table 75: Chubb Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: Amtrust Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: Amtrust Consumer Electronics Extended Warranty Service Product Portfolio

Table 78: Amtrust Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: Allianz Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: Allianz Consumer Electronics Extended Warranty Service Product Portfolio

Table 81: Allianz Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: AXA Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

Table 83: AXA Consumer Electronics Extended Warranty Service Product Portfolio

Table 84: AXA Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: Aviva Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: Aviva Consumer Electronics Extended Warranty Service Product Portfolio

Table 87: Aviva Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: CNA Financial (CCC) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: CNA Financial (CCC) Consumer Electronics Extended Warranty Service Product Portfolio

Table 90: CNA Financial (CCC) Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: Likewize (formerly Brightstar) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: Likewize (formerly Brightstar) Consumer Electronics Extended Warranty Service Product Portfolio

Table 93: Likewize (formerly Brightstar) Consumer Electronics Extended Warranty Service Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Consumer Electronics Extended Warranty Service Typical Customer List

Table 95: Consumer Electronics Extended Warranty Service Distributors List

List Of Figures

LIST OF FIGURES

- Figure 1: Consumer Electronics Extended Warranty Service Product Pictures
- Figure 2: Standard Protection Plan Picture Scope
- Figure 3: Accidental Protection Plan Picture Scope
- Figure 4: Laptops & PCs Picture Scope
- Figure 5: Mobile Phone Picture Scope
- Figure 6: Wearables Picture Scope
- Figure 7: Gaming Picture Scope
- Figure 8: Tablets Picture Scope
- Figure 9: Others Picture Scope
- Figure 10: Global Consumer Electronics Extended Warranty Service Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 11: Global Consumer Electronics Extended Warranty Service Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 12: Global Consumer Electronics Extended Warranty Service Market Size by Region (2020-2032) & (US\$ Million)
- Figure 13: Global Consumer Electronics Extended Warranty Service Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 14: North America Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 15: North America Consumer Electronics Extended Warranty Service Market Share by Players in 2024
- Figure 16: North America Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)
- Figure 17: North America Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)
- Figure 18: US Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)
- Figure 19: Canada Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)
- Figure 20: Europe Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 21: Europe Consumer Electronics Extended Warranty Service Market Share by Players in 2024
- Figure 22: Europe Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)

Figure 23: Europe Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)

Figure 24: Germany Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 25: France Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 26: United Kingdom Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 27: Italy Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 28: Spain Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 29: Benelux Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 30: China Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 31: China Consumer Electronics Extended Warranty Service Market Share by Players in 2024

Figure 32: China Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)

Figure 33: China Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)

Figure 34: APAC (excl. China) Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 35: APAC (excl. China) Consumer Electronics Extended Warranty Service Market Share by Players in 2024

Figure 36: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)

Figure 37: APAC (excl. China) Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)

Figure 38: Japan Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 39: South Korea Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 40: India Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 41: Australia Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 42: Southeast Asia Consumer Electronics Extended Warranty Service Revenue

(2020-2032) & (US\$ Million)

Figure 43: Latin America Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 44: Latin America Consumer Electronics Extended Warranty Service Market Share by Players in 2024

Figure 45: Latin America Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)

Figure 46: Latin America Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)

Figure 47: Mexico Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 48: Brazil Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 49: Middle East & Africa Consumer Electronics Extended Warranty Service Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 50: Middle East & Africa Consumer Electronics Extended Warranty Service Market Share by Players in 2024

Figure 51: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue Market Share by Type (2020-2032)

Figure 52: Middle East & Africa Consumer Electronics Extended Warranty Service Revenue Market Share by Application (2020-2032)

Figure 53: Saudi Arabia Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 54: South Africa Consumer Electronics Extended Warranty Service Revenue (2020-2032) & (US\$ Million)

Figure 55: Global Consumer Electronics Extended Warranty Service Revenue Market Share by Key Suppliers in 2024

Figure 56: Global Consumer Electronics Extended Warranty Service Industry Competition Landscape

Figure 57: Consumer Electronics Extended Warranty Service Industry Chain Analysis

Figure 58: Bottom-Up and Top-Down Research Methods

Figure 59: Key Interview Objectives

Figure 60: Data Cross Validation

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