

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

<https://marketpublishers.com/r/EA3BACE6AF25EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: EA3BACE6AF25EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Extended Warranty Service for Consumer Electronics market size will reach 68,202 Million USD in 2025 and is projected to reach 104,255 Million USD by 2032, with a CAGR of 6.25% (2025-2032). Notably, the China Extended Warranty Service for Consumer Electronics 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

An extended warranty service for consumer electronics is an optional protection plan offered by manufacturers or third-party providers that extends the warranty coverage of electronic devices such as smartphones, laptops, televisions, or gaming consoles beyond the original manufacturer's warranty. This service provides consumers with an additional period of protection against defects, malfunctions, or breakdowns, often ranging from one to several years, depending on the plan. Extended warranties typically cover repair or replacement costs for covered issues that may arise after the manufacturer's warranty has expired, offering consumers peace of mind and potential cost savings. However, consumers should carefully review the terms and conditions of the extended warranty, including what is covered, any deductibles, and the cost of the plan, to determine if it aligns with their needs and the expected lifespan of the electronic device.

The major global suppliers of Extended Warranty Service for Consumer Electronics

include Asurion, AIG, Allstate (Squaretrade), Assurant, Zurich, Chubb, Amtrust, Allianz, AXA, Aviva, CNA Financial (CCC), Likerize (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 Extended Warranty Service for Consumer Electronics. 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 Extended Warranty Service for Consumer Electronics 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 Extended Warranty Service for Consumer Electronics 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 Extended Warranty Service for Consumer Electronics 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 Extended Warranty Service for Consumer Electronics Include:

Asurion

AIG

Allstate (Squaretrade)

Assurant

Zurich

Chubb

Amtrust

Allianz

AXA

Aviva

CNA Financial (CCC)

Likewise (formerly Brightstar)

Extended Warranty Service for Consumer Electronics Product Segment Include:

Standard Protection Plan

Accidental Protection Plan

Extended Warranty Service for Consumer Electronics Product Application Include:

Laptops and PCs

Mobile Phones

Wearables

VR Gaming

Tablets

Gaming Console

Others

Chapter Scope

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