

Consumer Electronics in Russia

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Abstracts

2021 is set to be a year of rebalancing in consumers electronics, after COVID-19 restrictions helped to drive a significant acceleration in retail current value sales growth during 2020. With many people working from home, demand for computers and peripherals was particularly strong in 2020, while demand for in-home consumer electronics was boosted by the fact that people were spending more time at home. During 2020, many local consumers brought forward purchases they would otherwise have made i...

Euromonitor International's Consumer Electronics in Russia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DISCLAIMER

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COMPUTERS AND PERIPHERALS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

As pandemic restrictions ease, laptops will grow in popularity at the expense of desktops

Leading players Lenovo and Hewlett-Packard come under increased pressure from Acer and Huawei

Specialist retailers will regain much of the ground they lost to e-commerce in 2020

PROSPECTS AND OPPORTUNITIES

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Declining demand for printers will undermine Hewlett-Packard

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Expert advice gives electronics and appliance specialist retailers an edge over e-commerce

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Smartphones will render in-car navigation obsolete for many

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KEY DATA FINDINGS

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A lack of innovation among the leading manufacturers

E-commerce will cede some of its pandemic gains to specialist retailers

PROSPECTS AND OPPORTUNITIES

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Falling prices for stand-alone TVs will undermine demand for home cinema and speaker systems

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