Robotics, machine learning and artificial intelligence are becoming an integral part of consumer electronics.

Higher income consumers having already purchased these items. Product prices have dropped as manufacturing technology ramps up. Many in lower income categories are younger and more inclined towards new technology.

Some reasons may include:

1. Higher-income consumers having already purchased these items.
2. The market is expanding as more people are adopting these technologies.
3. Many in lower-income categories are younger and more inclined towards new technology.

**PRO TIP:** No matter who your target customers are, multichannel marketing with both digital and print media, is key to reaching and converting target prospects.

**Identify**

Know more about who your best customers and prospects are with our industry-leading segmentations

**Deliver**

Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph

**Optimize**

Know more about what’s working and improve what isn’t with our near real-time analytics and advanced modeling capabilities

In 2023, consumer electronics revenue is expected to be about $155B and to grow annually by 1.18% (CAGR 2023-2028).

**Source:** Statista

58%... in revenue makes cell phones the biggest US consumer electronics sector

30%... of Americans use wearable health devices

$44 B... was Amazon’s consumer electronics e-commerce net sales for 2022.

Source: Internet Retailing

58%... of shoppers are willing to buy consumer electronics in the Metaverse

Source: Statista

Over 60% of consumer electronics revenue is now generated through online sales, rather than traditional retail stores.

**Top 5 Consumer Electronics Retailers:**

- Amazon.com
- Apple.com
- Bestbuy.com
- Walmart.com
- Dell.com

"High Tech Society" indexed highest for:

- Amazon
- Best Buy
- Apple
- Costco
- Target

Source: IBIS World

"Gadgets Galore" indexed highest for:

- Reading tech reviews before buying
- Preferring brands that reflect their style
- Buying based on quality versus price

What Types of Ads Do You Think Provide Useful Information on New Products/Services?

Be sure to mention what you think are the best channels and/or media types for reaching and converting your best audiences.

**Claritas**

Simply Know MORE with Claritas

intelligence driven, multichannel marketing

800.234.5973 or visit www.claritas.com

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"High Tech Society" is just one of the syndicated audiences in Claritas’ ConneXions. Designed for the technology and telecommunications industry, ConneXions is proprietary segmentation that helps you know more about the technology behaviors of today’s connected consumers and predict adoption rates for all major technology categories.

The "Gadgets Galore" lifestyle type is significant for tech lovers who like popular gadget reviews and are very different from the average consumer.