

US Consumer Electronics: What is the Future?

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

Source: Statista



\$63.26 B ... in revenue makes cell phones the biggest US consumer electronics sector

Source: Statista

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

Source: Internet Retailing

30% ... of Americans use wearable health devices

Source: Vicert

The "consumer electronics market" refers to electronic products intended for individual use, such as mobile phones, computers, tablets, televisions, game consoles, and other household appliances.

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

Source: Statista

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

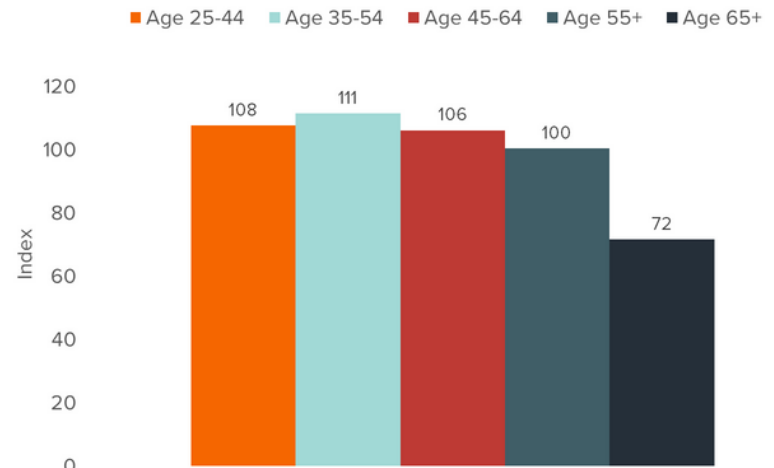
149

At an index of 149 "High Tech Society" ranked highest for preferring the latest product technology. Perhaps counter-intuitively, this segment is not in the youngest age category.

HIGH TECH SOCIETY

- Metro Mix
- Wealthy
- Age 45-64
- Mostly with Kids
- Mostly Home Owners
- Management & Professional

Prefer Products with the Latest Technology - By Age



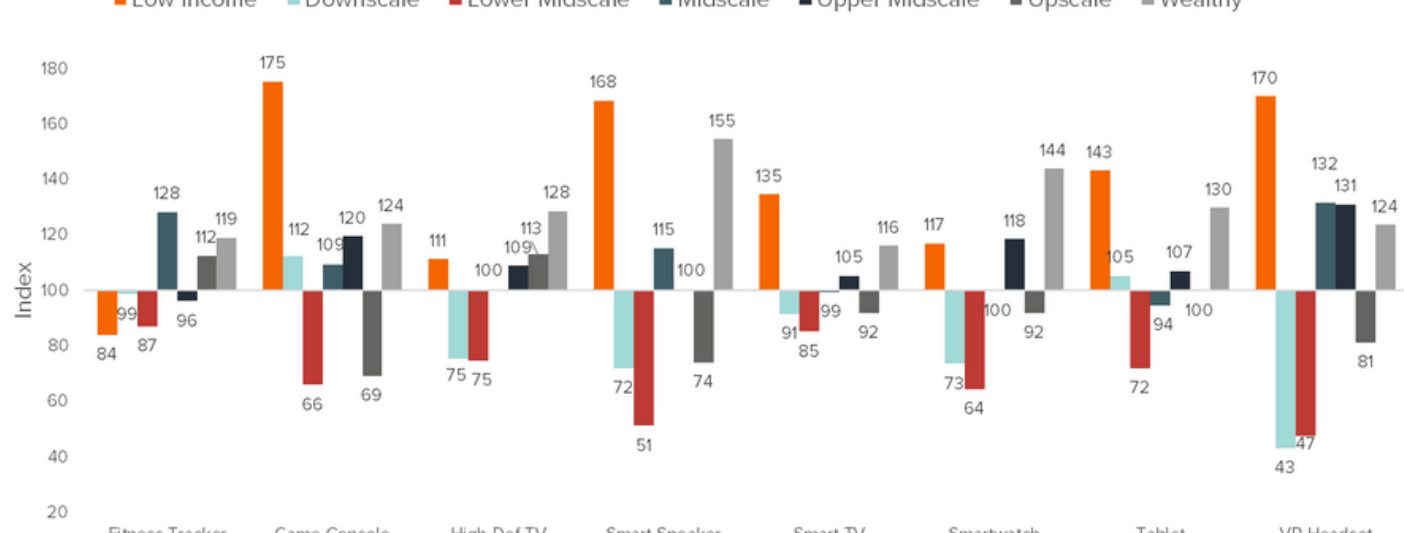
"High Tech Society" is just one of the syndicated audiences in Claritas' ConneXions[®]. Designed for the technology and telecommunications industry, ConneXions is proprietary segmentation that helps you know more about the technology behaviors of today's connected consumers and predict adoption rates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

Lower income categories lead the way for some key consumer electronics planned purchases. Why?

Some reasons may include:

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

Items Plan to Buy in Next 12 Months - By Income



PRO TIP: Age and wealth greatly impact the types of technology people purchase. Determining who your best customers are can help determine future potential buyers and/or changes needed to approach new segments.

Where Consumer Electronics Are Purchased Is Evolving

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

Source: IBISWorld

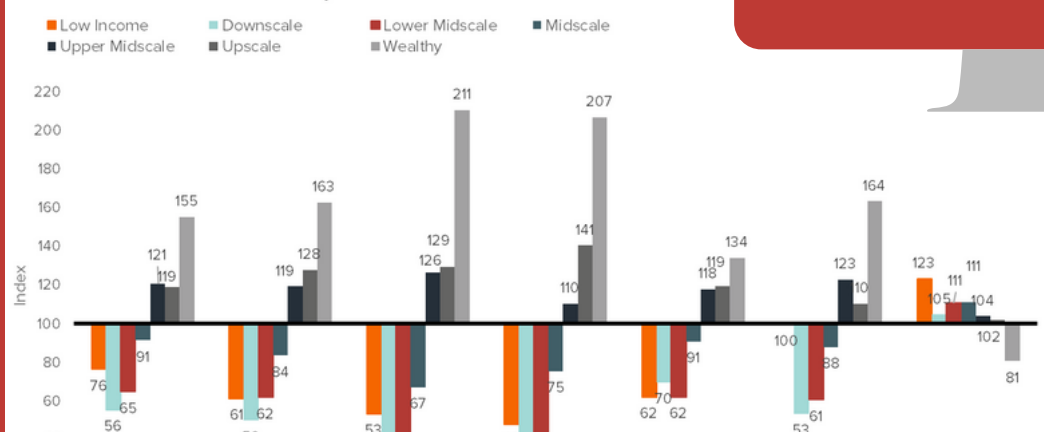
Top 5 Consumer Electronics Retailers:

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

"High Tech Society" indexed highest for:

- Amazon
- Best Buy
- Apple
- Costco
- Target

Where Electronics Purchased in the Past 12 Months - By Household Income

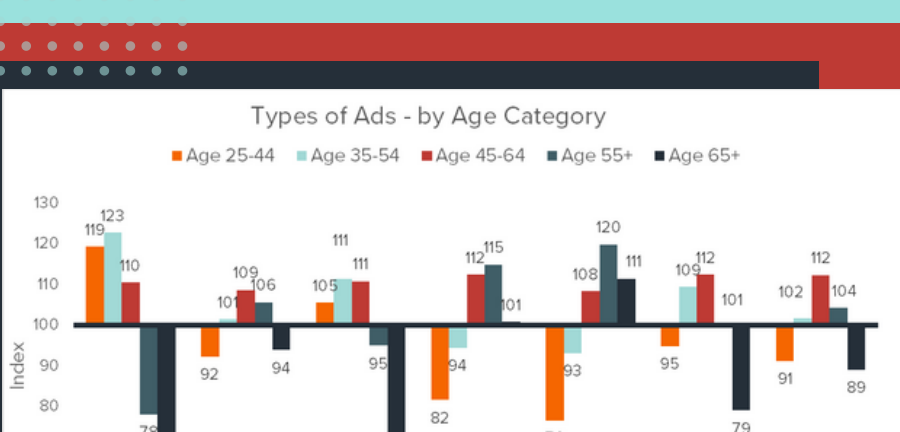


Topping the list for Staples and Walmart:

DISH COUNTRY

- Rural
- Midscale
- Age 25-44
- With Kids
- Mix of Home Ownership
- High School Education

Types of Ads - by Age Category



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



How Do You Reach Your Top Consumer Electronics Prospects?

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.

GADGETS GALORE

- Metro Mix
- Upscale
- Age 45-64
- With Kids
- Mostly Home Owners
- Management & Professional

"Gadgets Galore" indexed highest for reading tech reviews before buying, preferring brands that reflect their style, and buying based on quality versus price.

Simply Know MORE with Claritas



intelligence driven, multichannel marketing

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