



Euromonitor
International

Where Consumers Shop for Consumer Electronics

March 2026

Key findings

Consumer electronics sales expected to grow despite economic uncertainty

STATE OF THE INDUSTRY

Strong forecast growth projected despite economic uncertainty

Mobile-first dominates, with some markets telling a different story

Mobile devices lead in Asia Pacific, while affluent markets invest in experiences

Digital natives are creating opportunities for brands to innovate and gain sales

E-commerce is the new engine of retail sales but offline is still important

OFFLINE RETAIL

Offline retail plays an important role in the omnichannel journey

Specialist retailers offers the chance for brands to justify the higher price tag

Consumers tend to buy bulky devices like TVs from offline channels

An in-store visit can validate the decision to buy a higher priced model

Case study: Best Buy transforming stores into experience-led retail hubs

Case study: Xiaomi's new retail model strengthening offline growth

RETAIL E-COMMERCE

Retail e-commerce reinforces convenience as a competitive advantage

Convenience is the key enabler for the rise of e-commerce

Mobility powers APAC growth while affluent regions invest in premium experiences

Retail e-commerce consolidates leadership in portable consumer electronics

Ranking shifts reflect the rise of content driven commerce

Case study: Douyin reinforcing social commerce leadership in China

Case study: Alibaba strengthens consumer electronics through ecosystem integration

CONCLUSION

E-commerce continues to reshape consumer electronics retail

Recommendations and how to win in consumer electronics

Our expert's view of consumer electronics in 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-consumer-electronics/report.