



Consumer Electronics Report 2017 – Telephony

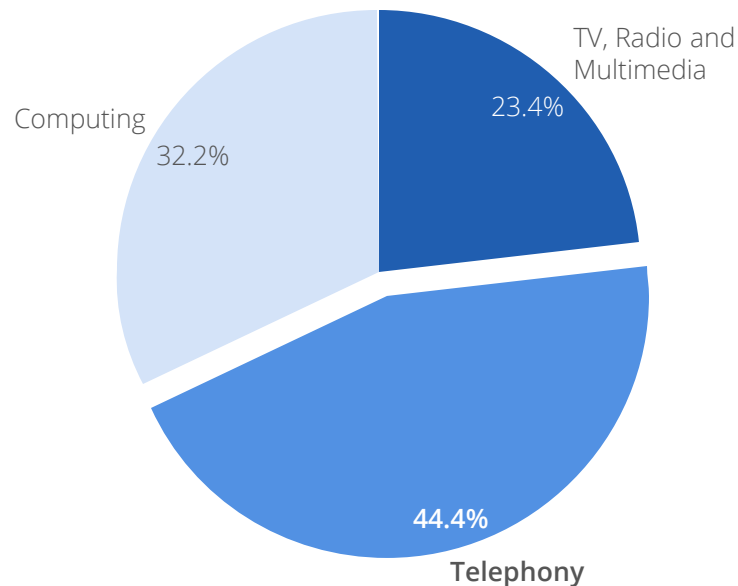
Statista Consumer Market Outlook – Segment Report

December 2017

Telephony accounts for 44.4% of the total Consumer Electronics market

Consumer Electronics market overview

Consumer Electronics revenues by segments worldwide¹ in 2016



Telephony segment

The Consumer Electronics market comprises electronic and digital devices used privately either for entertainment (television sets, radios, etc.), communication (telephones, smart phones, etc.) or home-office activities (printers, copiers). The Telephony segment includes landline phones, mobile and smart telephones. B2B (business to business) sales are also included in this market study. The list of the biggest brands of this segment includes Samsung, Apple, Lenovo Motorola and LG.

Telephony sales worldwide¹



Revenues

US\$144.9bn
in 2016

+7.2%
CAGR² 2010-2016



Volume sales

367m pcs
in 2016

+0.3%
CAGR² 2010-2016

1: Worldwide includes all countries which are covered by the Consumer Market Outlook, for further information please see [page 9](#)

2: CAGR: Compound Annual Growth Rate/average growth rate per year

Source: [Statista Consumer Market Outlook 2017](#)

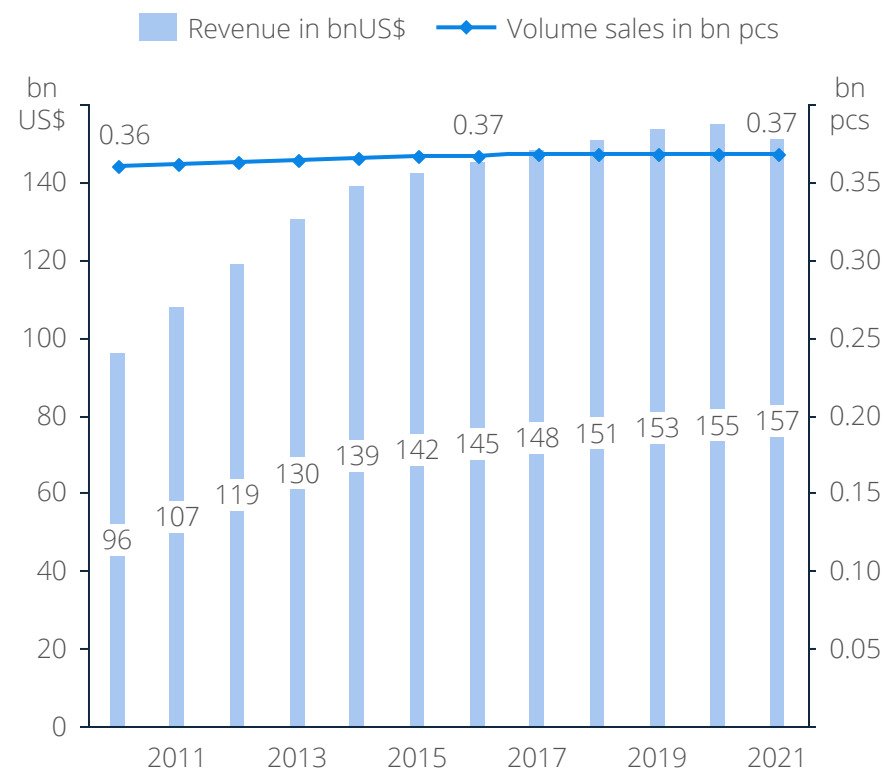
Worldwide Telephony revenues increased at a CAGR¹ of 2% between 2015 and 2016

Segment overview Telephony

Management Summary of the Telephony market

- The Consumer Electronics market realized a total revenue of US\$326 billion in 2016, representing a decline of -0.1% compared to 2015.
- We forecast the compound annual growth rate (CAGR) of the revenue from 2016 to 2021 to be 0.2%.
- In the market for Consumer Electronics, volume sales amounted to 1.5 billion pieces in 2016, which represents a decline of 0.1% compared to 2015.
- The segment Telephony accounted for 44% of the worldwide Consumer Electronics revenue and 24% of the volume sales in 2016.
- In 2016, Telephony sales increased by 2.0% in comparison to 2015 and reached US\$145 billion and 0.4 billion pieces.
- Canada (US\$251) and Switzerland (US\$250) have the highest annual revenues per capita of Telephony.

Telephony sales worldwide²











1: CAGR: Compound Annual Growth Rate/average growth rate per year

2: Worldwide includes all countries which are covered by the Consumer Market Outlook, for further information please see [page 9](#)

Source: [Statista Consumer Market Outlook 2017](#)

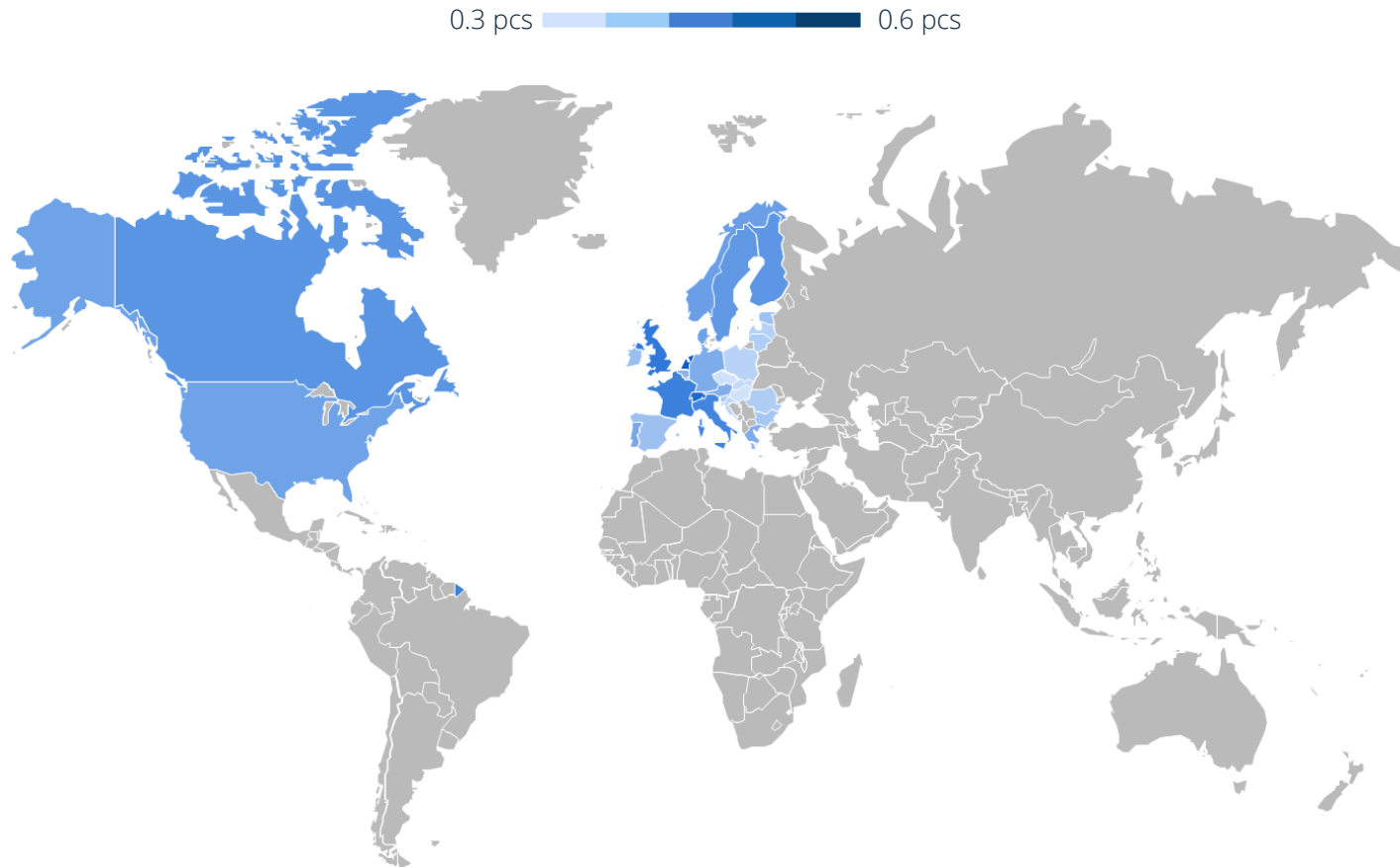
With more than US\$216bn, Apple has by far the highest sales among consumer electronic companies

Representative companies and their key brands

Company		SAMSUNG	SONY	Panasonic
Sales 2016	US\$216bn	US\$175bn	US\$70bn	US\$68bn
Key brands	 <ul style="list-style-type: none">  iPhone  MacBook  iPad  iMac 	<ul style="list-style-type: none"> Samsung GALAXY 	<ul style="list-style-type: none">  KONICA MINOLTA  	<ul style="list-style-type: none"> LUMIX Technics

Netherlands and Switzerland have the highest per-capita consumption of Telephony products

Telephony volume sales per capita in 2016



Telephony volume sales in Europe are increasing by 0.4% between 2016 and 2017

Market KPI comparison (1/2)

Europe

Telephony revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Consumer Electronics total	bnUS\$	179.0	180.7	183.8	185.8	188.3	188.8	189.7	190.8	192.1	193.1	193.9	194.5	0.8%	0.5%
Telephony	bnUS\$	61.0	65.7	70.1	73.9	77.8	80.6	82.8	85.1	87.2	89.0	90.4	91.7	3.8%	2.8%
Share of total market		34.1%	36.3%	38.1%	39.8%	41.3%	42.7%	43.6%	44.6%	45.4%	46.1%	46.6%	47.1%	3.2%	2.3%

Telephony volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'20	CAGR ¹ '16/'17
Consumer Electronics total	bn pcs	0.86	0.87	0.87	0.87	0.87	0.88	0.88	0.88	0.89	0.89	0.89	0.90	0.3%	0.4%
Telephony	bn pcs	0.21	0.21	0.21	0.21	0.21	0.22	0.22	0.22	0.22	0.22	0.22	0.22	0.6%	0.4%
Share of total market		23.7%	24.0%	24.3%	24.4%	24.6%	24.7%	24.7%	24.7%	24.7%	24.6%	24.6%	24.5%	0.3%	0.0%

1: CAGR: Compound Annual Growth Rate/average growth rate per year
Source: [Statista Consumer Market Outlook 2017](#)

Telephony volume sales in the United States are decreasing by -0.4% from 2016 to 2017

Market KPI comparison (2/2)

United States

Telephony revenues in billion US\$

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'21	CAGR ¹ '16/'17
Consumer Electronics total	bnUS\$	100.26	105.2	110.9	117.7	121.7	120.0	118.4	117.5	117.0	116.4	115.8	115.3	1.3%	-0.8%
Telephony	bnUS\$	29.73	35.2	41.2	48.4	52.7	52.9	53.0	53.5	54.0	54.4	54.6	54.8	5.7%	1.1%
Share of total market		29.7%	33.4%	37.2%	41.1%	43.3%	44.1%	44.7%	45.6%	46.2%	46.7%	47.2%	47.5%	4.8%	1.9%

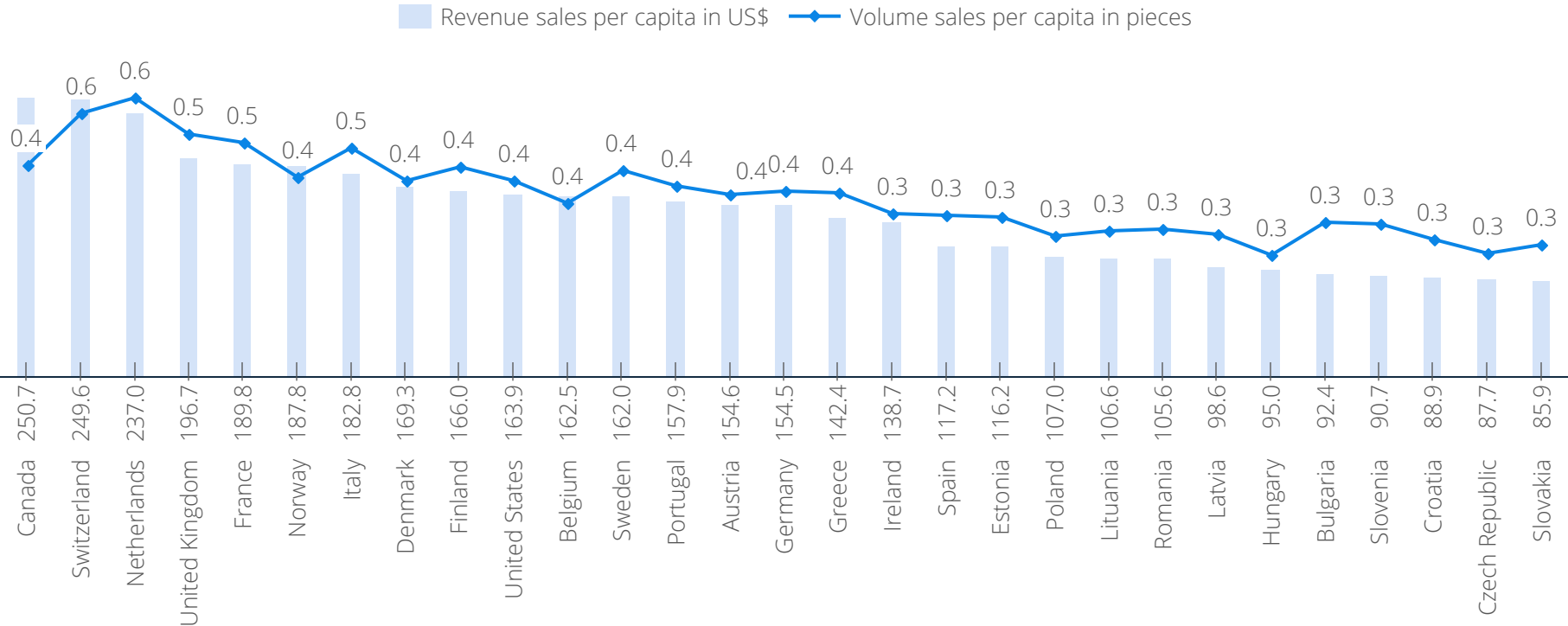
Telephony volume sales in billion pieces

	unit	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	CAGR ¹ '10/'20	CAGR ¹ '16/'17
Consumer Electronics total	bn pcs	0.58	0.58	0.58	0.57	0.57	0.57	0.57	0.56	0.56	0.56	0.56	0.56	-0.4%	-0.4%
Telephony	bn pcs	0.14	0.14	0.14	0.14	0.13	0.13	0.13	0.13	0.13	0.13	0.13	0.13	-0.6%	-0.4%
Share of total market		24.1%	23.9%	23.8%	23.7%	23.6%	23.6%	23.5%	23.5%	23.6%	23.6%	23.6%	23.6%	-0.2%	0.0%

In 2016, Canadians spent most on Telephony, namely US\$250.7 per person

Country ranking: Telephony

Revenue and volume sales in 2016














The Telephony market covers 44 countries worldwide

Overview on country coverage

Europe






 Austria	 Hungary
 Belgium	 Ireland
 Bulgaria	 Italy
 Croatia	 Latvia
 Czech Republic	 Lithuania
 Denmark	 Netherlands
 Estonia	 Norway
 Finland	 Poland
 France	 Portugal
 Germany	 Romania
 Greece	 Slovakia

Asia



 China
 Hong Kong
 India
 Indonesia
 Japan
 South Korea
 Malaysia
 Philippines
 Singapore
 Thailand
 Vietnam

Australia




 Australia

 Slovenia
 Spain
 Sweden
 Switzerland
 United Kingdom

North America

 Canada
 United States

Latin America

 Argentina
 Brazil
 Mexico

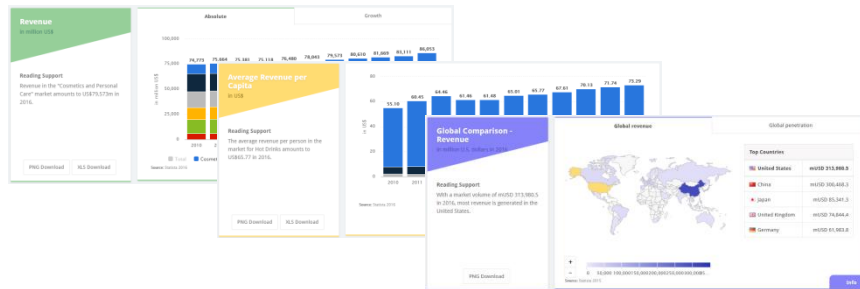
Consumer Market Outlook (CMO)

Product overview CMO

17 consumer markets and Passenger Cars with more than 150 product segments

The CMO presents the key performance indicators sales, revenues and prices of the most important consumer markets worldwide. Our specialized analysts' market calculations are based on data from validated sources.

- Revenues, sales, prices and forecasts
- More than 150 product categories in up to 44 countries
- Covering the period 2010 to 2021



[More information](#)



Accessories



Alcoholic Drinks



Clothes



Consumer Electronics



Cosmetics and Personal Care



Consumer Electronics



Food



Footwear



Furniture



Home and Laundry Care



Consumer Electronics



Household Appliances



Non-Alcoholic Drinks



OTC Pharmaceuticals



Passenger Cars



Tissue and Hygiene Paper



Tobacco Products



Toys and Games

Author, imprint, and disclaimer



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Imprint

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