

## Press Release Detail

### FOR RELEASE

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### **Global Consumer Electronics Industry Will Grow to \$700 Billion by 2009, CEA/GfK Study Finds** Need for Anywhere Technology Driving 10 Percent Annual Growth

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Worldwide revenue for consumer electronics (CE) will grow nearly ten percent this year, hitting the \$700 billion mark by 2009, according to new data from the Consumer Electronics Association (CEA)<sup>®</sup> and the GfK Group. According to the report, *CEA/GfK Worldwide Consumer Electronics Sales & Forecast*, consumers around the world continue to embrace technology to improve their lives.

Consumers will spend \$42 billion more on CE products in 2009 over 2008. Countries with fast growing economies and large emerging middle classes, such as the BRIC countries (Brazil, Russia, India and China), will lead the way in new CE revenue growth. By 2009, China will account for nearly 15 percent of global CE revenue, trailing only North America (22 percent share) and Western Europe (16 percent share).

Consumers' ongoing desire for mobility makes this the largest CE category worldwide both in terms of unit sales and revenue. Collectively, sales of mobile products will top a staggering 1.5 billion units in 2008. Topping the list are portable navigation devices (GPS), with expected worldwide revenue growth of nearly 20 percent in 2008. Laptop computers (up 15 percent) and mobile phones/smartphones (up 14 percent) will also see strong sales.

"No matter where consumers are, whether it's on the coast of Turkey or the mountains of Peru, they crave access to information, entertainment and two-way communication," says Tim Herbert, CEA's senior director of market research. "Many regions of the world face high population densities or underdeveloped infrastructures. Mobile products help consumers overcome these hurdles."

"In today's fast-paced world, the need for a moment of relaxation has never been greater," said Anthony Rode, GfK's director of digital convergence. "Consumers have responded to this desire by continuing to upgrade their home video and audio entertainment experience."

Global revenue for LCD TVs will grow nearly 28 percent this year, resulting in more than 100 million units sold worldwide. Flat-screen TV sales (LCD and plasma) will account for nearly 20 percent of worldwide CE sales in 2008. DVD players, with expected sales of 127 million units in 2008, and video game consoles with expected sales of 89 million units are further testament to consumers' use of CE products for entertainment and leisure time with friends and family.

The aforementioned data and forecasts are produced jointly by GfK and CEA. All revenue figures represent retail sales. CEA estimates the North American market based on their weekly/monthly MARA sales data program. GfK measures/estimates sales for the rest of the world using its extensive reach and operations in over 100 countries. CEA members should go to [www.CE.org](http://www.CE.org) for more information.

#### **About CEA:**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org).

**About GfK Group:**

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of 9,297 employees (as of March 31, 2008). For further information, visit our website: [www.gfk.com](http://www.gfk.com) Follow the 2009 International CES on Twitter at <http://twitter.com/2009CES> and visit the [International CES Page](#) on Facebook.

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