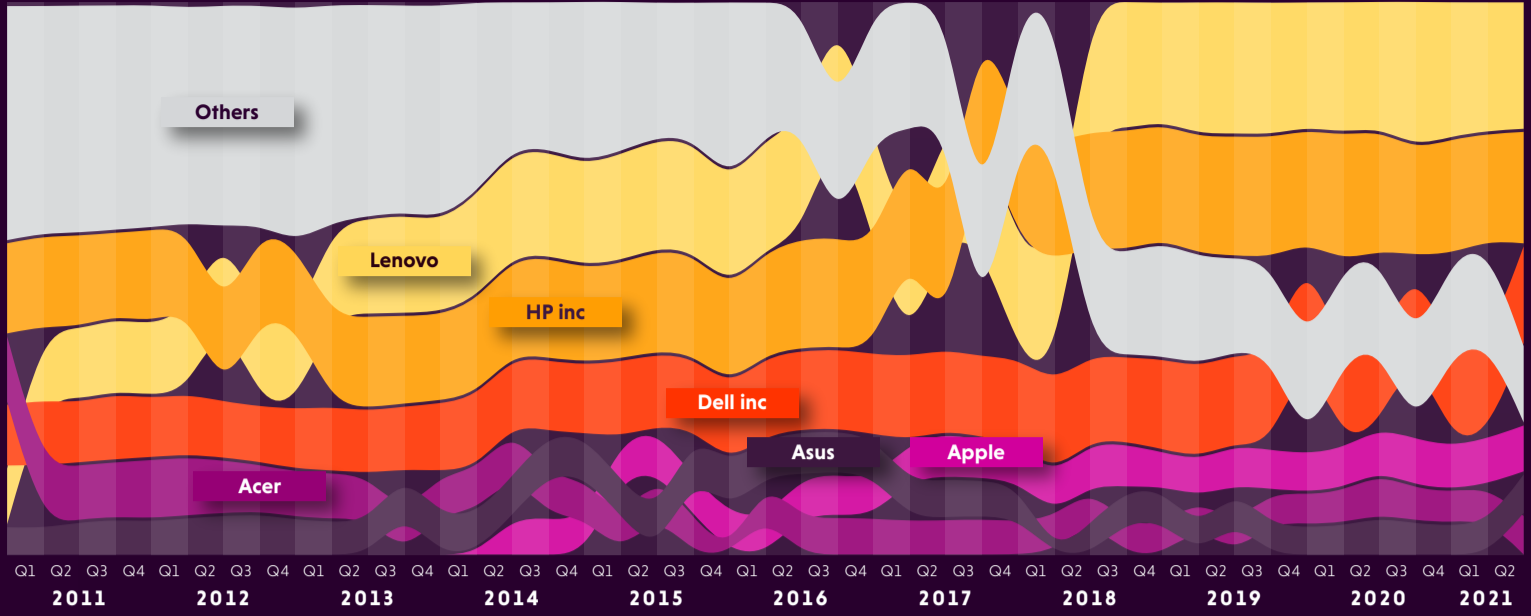


Work from home = high sales

Personal computer (PC) vendor shipment share worldwide from 2011 to 2021, by quarter

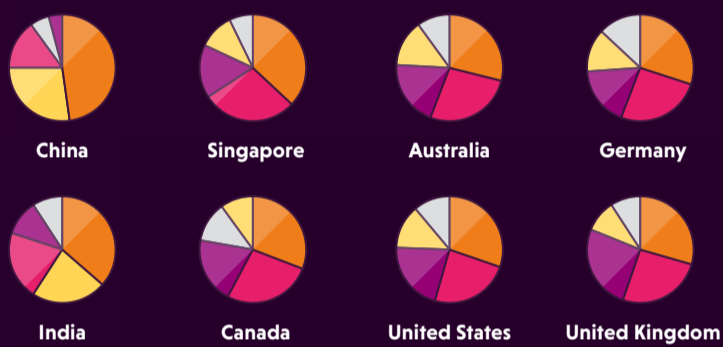


**1** Consumer electronics sales were sky high in 2020 with revenue hitting US\$1,080,289 trillion in 2021. And a big reason is the increase in work from home. People needed computer peripherals, wearables and accessories and that demand is still there. The consumer electronics market is expected to grow annually by 0.40% with the largest segment being telephony. Phones have a market volume of US\$497 Bn in 2021 with 41% revenue generated through online sales.

Buying consumer electronics during the holidays

Definitely Most likely Not sure Not likely Not at all

Percentage of respondents



**2** The holiday season is almost here and we see that almost one in two consumers are likely to buy consumer electronics. That number is even higher in Asia, especially for the 25-44 age bracket. The younger self-employed professionals in Europe and North America will be looking at an upgrade to their workstations while students want the latest tech in phones and wearables.

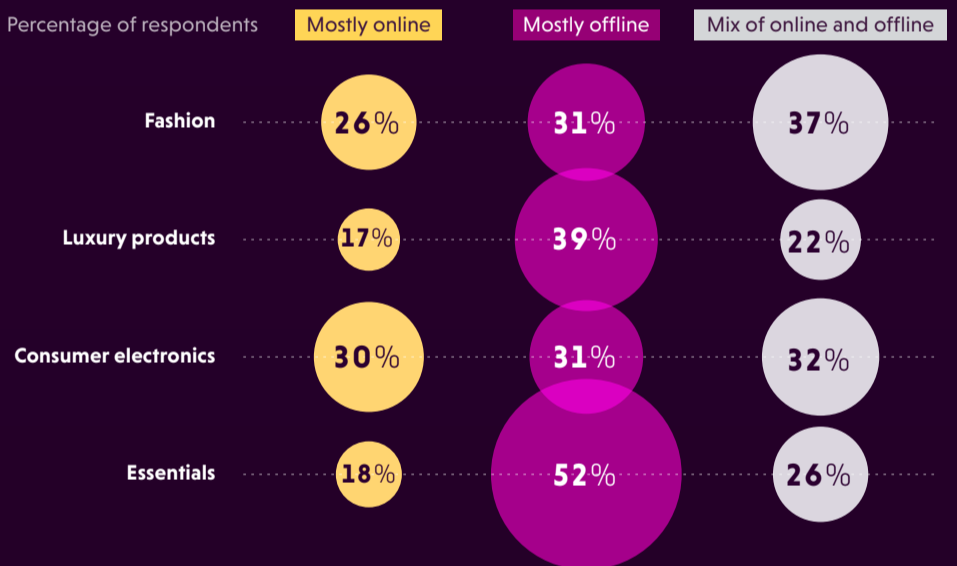
The effect of new shopping behaviors



**3** The pandemic changed the way people shop. Pre-purchase research is now key for one in three consumers who are looking to make comparisons and search for deals before clicking the 'buy' button.

What does the journey look like for people looking to buy electronics? We see six in ten using their mobile phones for the research but interestingly 48% will use their PC to actually complete the process and buy the item.

Where are electronics sales happening?



**4** There's a clear divide over where people actually purchase their new devices. We see a big portion of shoppers doing their research online but many will take that knowledge and head out to a brick and mortar store. Millennials are confident when it comes to buying online, while consumers 45 and up will opt for that offline experience for the final purchase.

Goodbye brand loyalty, hello options

**5** Another pandemic shopping trend we noticed is consumers cutting back on impulse buys and spending more time comparing options. The brands they used to rely on aren't as important as the search for discounts and availability. Product specs and reviews are important now to one in three consumers and 27% of them are looking at social forums for reviews.

So how can you reach these shoppers with new habits who are looking to buy electronics? Programmatic media solutions can offer the perfect opportunity to reach the right audience at the right time and in the right place.

TESTIMONIAL

NAME

Janardhan Husthimme

JOB TITLE

Global Director Information Security

PRODUCT/MODEL

Lenovo ThinkPad T14 Gen 2

WHY YOU USE LENOVO PRODUCTS FOR BUSINESS

We have been utilising Lenovo machines in the last couple of months. Their product (T14 Gen 2) has proved to be an extremely powerful machine with best user experience in the workplace environment. The delivery lead times of Lenovo machines were also weeks shorter than other leading suppliers as well.

