

US Holiday Spending on Consumer Electronics

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Report Summary

Consumer electronic (CE) products continue to top holiday wish lists, which is good news for CE manufacturers and suppliers alike. Once again, In-Stat surveyed its own Technology Adoption Panel about the different CE products they will purchase this holiday season, and received 1,352 responses to this survey. For the third year in a row, high definition televisions (HDTVs) ranked as the most desired CE product for the holiday season. Other top CE products were laptop PCs, digital cameras, Blu-ray players, and desktop PCs, according to the survey.

The percentage of respondents who will not purchase a CE product this year has risen since the first iteration of this survey in 2006. This year, 34% of respondents will not purchase a CE product. This compares with 19% of respondents in 2006 and 2007, and 24% in 2008. This suggests that the economic slump will continue to impact consumers' purchase behaviors for the 2009 holiday season.

This research includes the following:

- Top five consumer electronics product categories respondents' were targeting for purchase for the holidays, comparing responses from 2007, 2008, and 2009.
- Consumer types
- Product purchase influencers
- Reasons for purchase
- Targeted brands
- Planned spend
- Respondent demographics

Products covered include HDTVs, PCs (desktop and laptop), digital cameras, personal navigation devices, digital photo frames, portable media players, mobile phones, and e-readers.

HIGHLIGHTS

- HDTVs remain the most desired CE category for the third year in a row.
- The most desired feature in future e-readers is wireless connectivity.
- Approximately 40% of future PC purchasers state that a need for better performance is the key PC purchase influencer.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

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