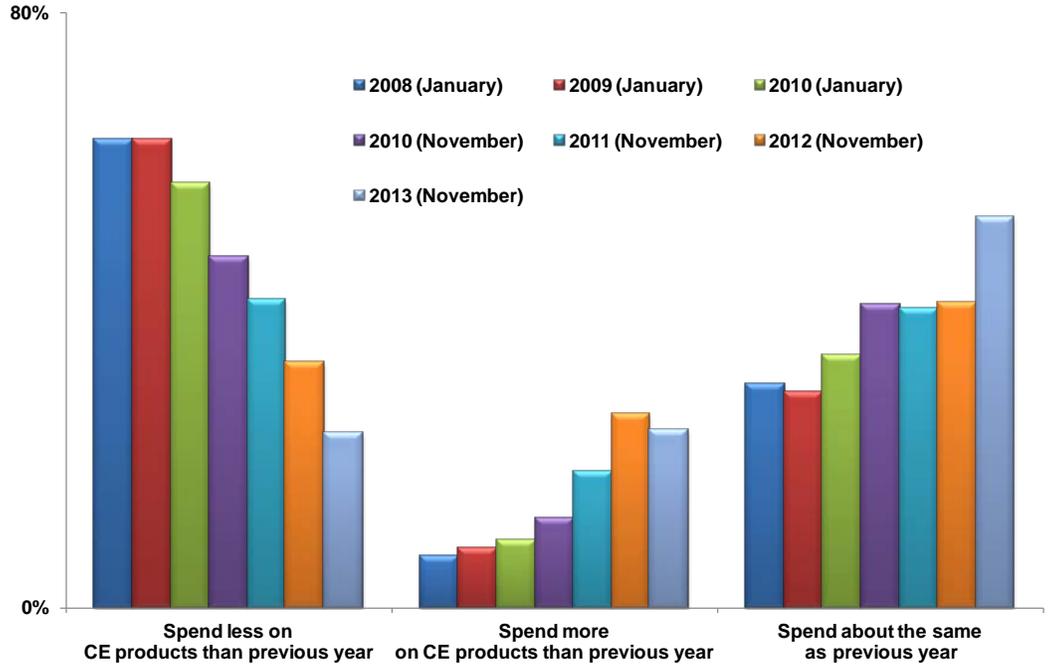


By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

2013 Holiday CE Purchase Intentions analyzes consumer intentions to purchase CE devices during the holiday shopping season. It gauges which products are in highest demand, which brands consumers intend to purchase, how much they intend to spend, and from which channels they intend to purchase. Particular attention is given to tablets and game consoles.

Consumer Electrics Spending Plan Comparison (U.S. Broadband Households)



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ANALYST INSIGHT

“The percentage of consumers intending to spend more on holiday CE purchases has not risen, and the percentage willing to spend less is proportional to the percentage intending to spend more. This suggests the CE market is reaching a new equilibrium point where spending will hold steady.”

— **John Barrett**, Director, Consumer Analytics, Parks Associates

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Additional Research from Parks Associates**ATTRIBUTES**

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Number of Slides: 68
Published by Parks Associates

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