Consumer Electronics Pulse 2026

GLOBAL

PLUG INTO WHAT POWERS CONSUMER ELECTRONICS PURCHASES

Shoppers are taking greater control of the Consumer Electronics journey. Drawing on commerce data from hundreds of brands and retailers and survey insights from more than 6,200 consumers from around the world, Criteo's Consumer Electronics Pulse 2026 reveals what's driving demand and where marketers can connect shopper interest to conversion.

Standout insights to know:

- **Demand peaks differently around the world.** Q2 year-over-year sales increased in the Americas and EMEA while holding steady in APAC.
- **Every purchase comes with a system check.** Compared with shoppers in other verticals measured, Consumer Electronics shoppers take the longest to purchase and consult the most websites and sources along the way.
- **More Consumer Electronics purchases happen online.** More than half of purchases globally occur entirely online, while physical retail remains an important part of the broader shopping journey.
- **AI is joining the decision process.** Consumer Electronics shoppers lead AI adoption across the verticals measured.

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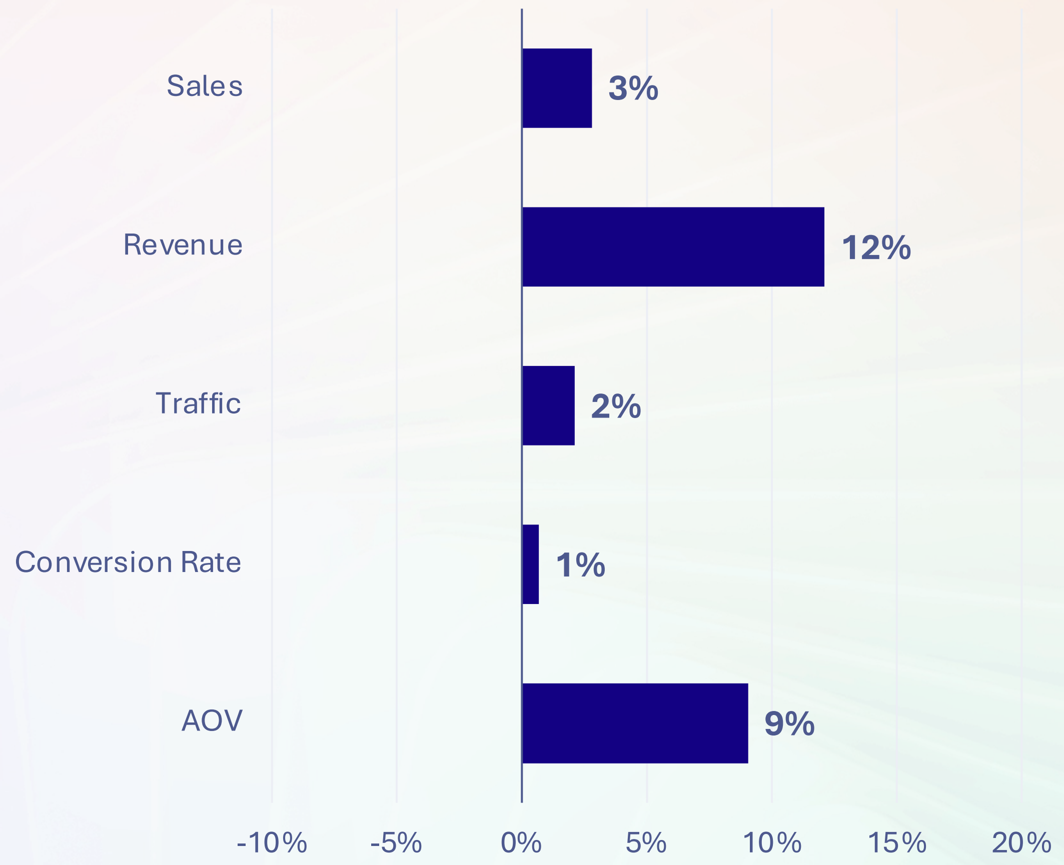
Tech check: Q2 in review

Shoppers across the Americas are electrifying CE growth

Consumer Electronics purchases increased across the Americas in Q2, with sales rising 3% year-over-year. A 9% increase in average order value helped lift revenue 12%, as shoppers converted more often and spent more with each purchase.

Year-over-year CE performance — Americas, Q2 2026



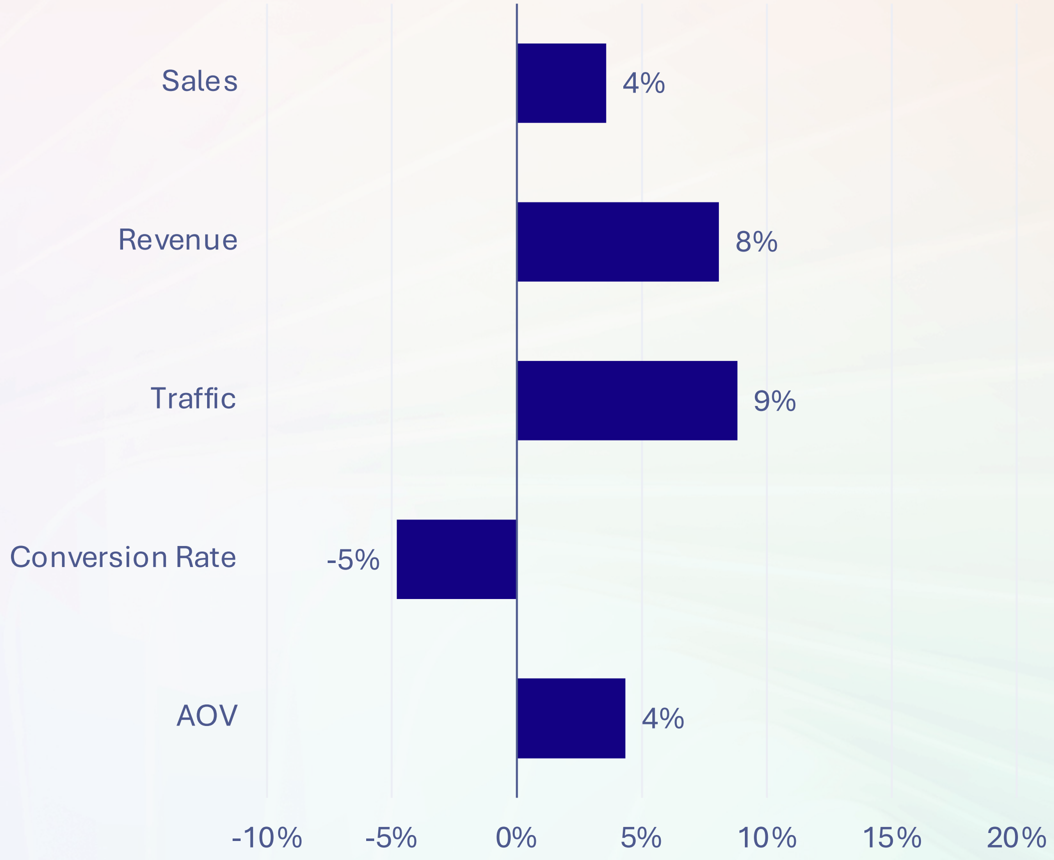
Source: Criteo Commerce Data. Consumer Electronics. Q2 2026 vs. Q2 2025 year-over-year change in key performance metrics across eligible commerce partners and site types in the Americas.

EMEA shoppers are keeping tabs open before buying more

Consumer Electronics traffic in EMEA increased 9% year-over-year in Q2. A 4% rise in average order value helped revenue grow 8%, while sales increased 4%.

Conversion rate declined 5%, indicating that shoppers are browsing more before making a purchase.

Year-over-year CE Performance — EMEA, Q2 2026

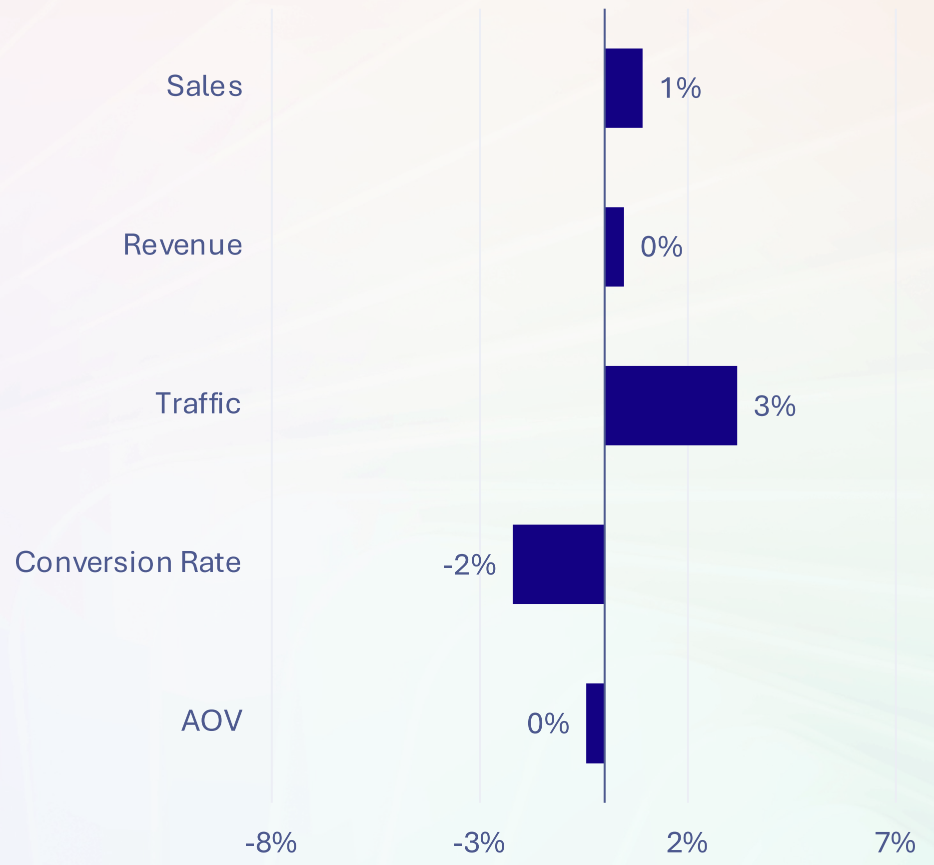


Source: Criteo Commerce Data. Consumer Electronics. Q2 2026 vs. Q2 2025 year-over-year change in key performance metrics across eligible commerce partners and site types in the EMEA.

APAC shoppers are scrolling, but checkout is buffering

Consumer Electronics traffic in APAC increased 3% year-over-year in Q2, while sales, revenue, and average order value remained broadly flat. A 2% decline in conversion rate suggests that increased browsing did not translate into additional purchases.

Year-over-year CE Performance — APAC, Q2 2026

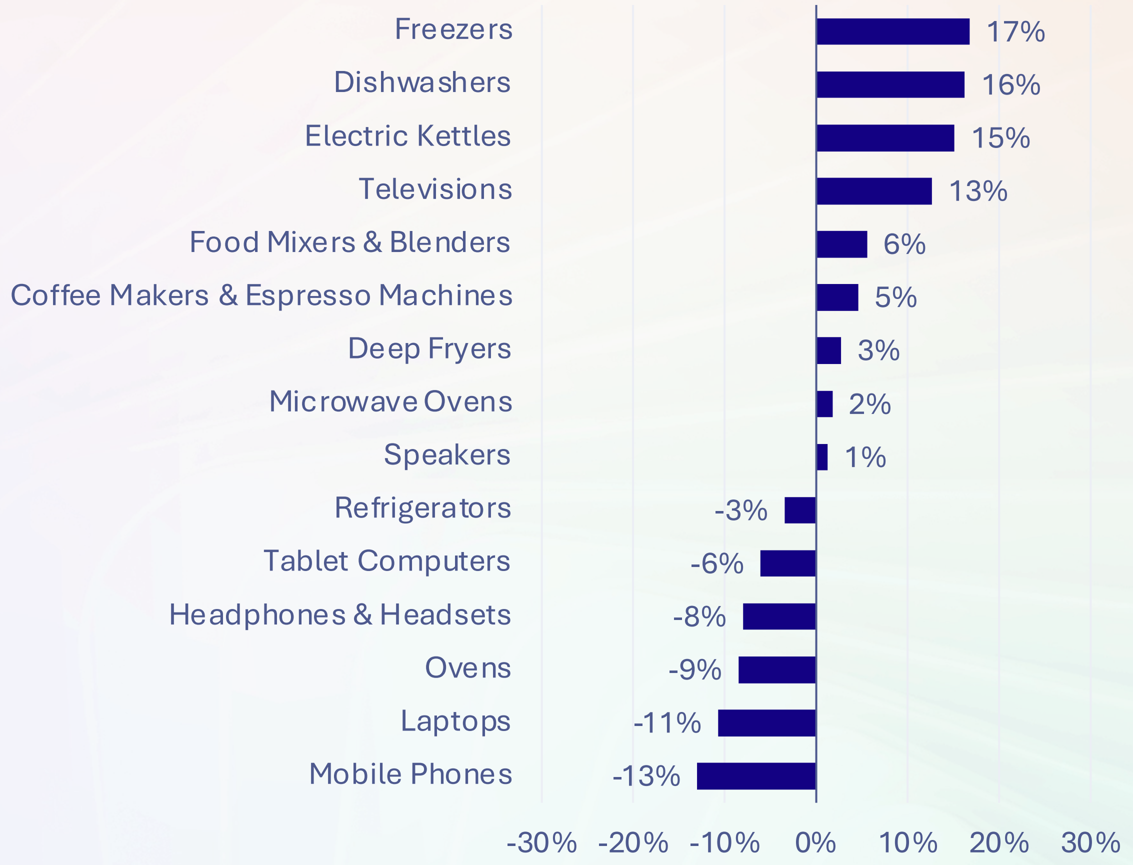


Source: Criteo Commerce Data. Consumer Electronics. Q2 2026 vs. Q2 2025 year-over-year change in key performance metrics across eligible commerce partners and site types in the APAC.

Kitchen appliances serve up the biggest gains in the Americas

Home Appliances outpaced core electronics across the Americas. Freezers, dishwashers, and electric kettles led year-over-year unit sales growth, while mobile phones, laptops, and ovens declined. The shift suggests shoppers are prioritizing practical household upgrades over personal tech.

Product categories trends by year-over-year unit sales — Americas, Q2 2026

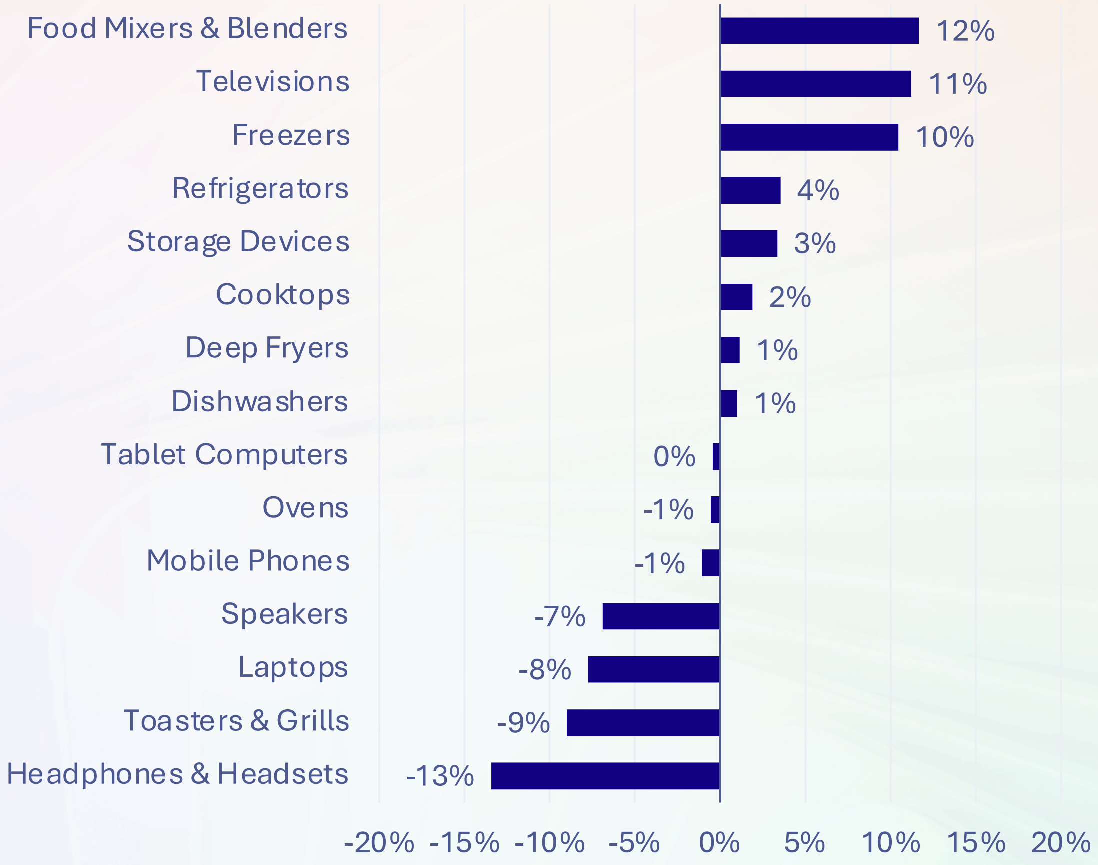


Source: Criteo Commerce Data. Q2 2026 vs. Q2 2025 year-over-year change in units sold across eligible commerce partners and site types in the Americas. Includes Consumer Electronics and selected household and kitchen appliance categories.

Shoppers in EMEA are swapping personal tech for kitchen gear

EMEA shoppers balanced home entertainment with practical kitchen upgrades in Q2. Food mixers and blenders led year-over-year unit sales growth at 12%, followed by televisions and freezers. Meanwhile, headphones and headsets declined 13%, with laptops down 8%, signaling softer demand for several personal tech categories.

Product categories trends by year-over-year unit sales — EMEA, Q2 2026



Source: Criteo Commerce Data. Q2 2026 vs. Q2 2025 year-over-year change in units sold across eligible commerce partners and site types in the EMEA. Includes Consumer Electronics and selected household and kitchen appliance categories.

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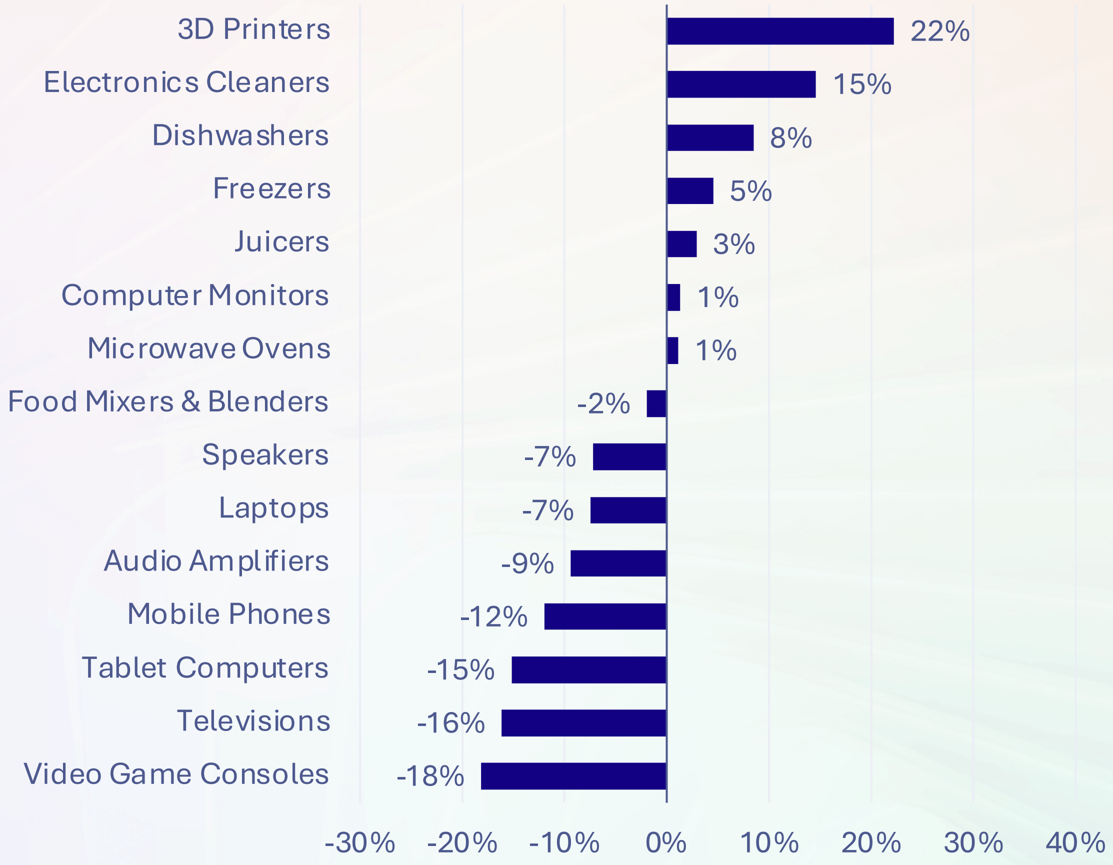
3D printing adds a new dimension to APAC growth

APAC growth concentrated in specialized and emerging technology categories in Q2. Unit sales of 3D printers rose 22% year-over-year, followed by electronics cleaners at 15%. Meanwhile, video game consoles, televisions, and tablet computers recorded double-digit declines, pointing to a shift away from traditional entertainment tech toward niche devices.

Product categories trends by year-over-year unit sales — APAC, Q2 2026



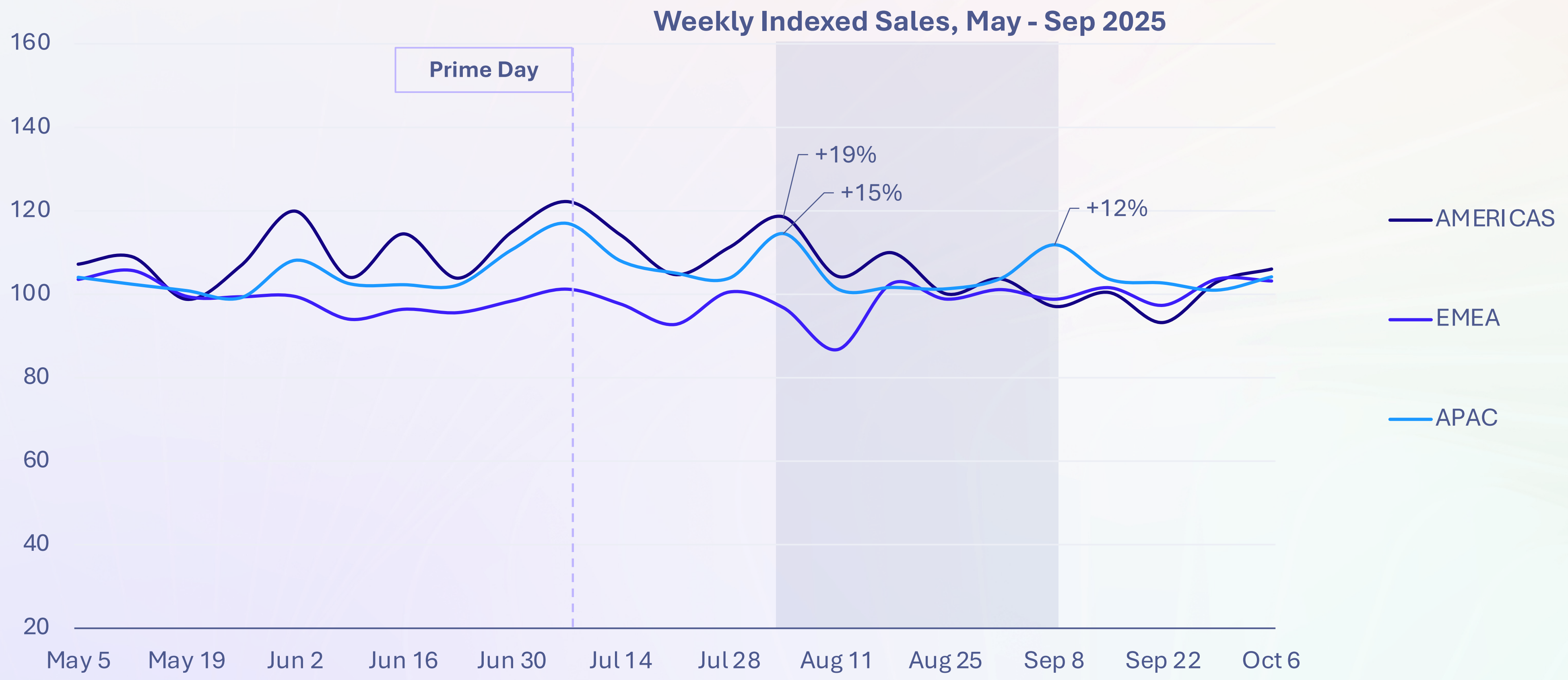
Source: Criteo Commerce Data. Q2 2026 vs. Q2 2025 year-over-year change in units sold across eligible commerce partners and site types in the APAC. Includes Consumer Electronics and selected household and kitchen appliance categories.

02

Timing the upgrade: When CE purchases peak

Mid-year promotions switch on summer sales

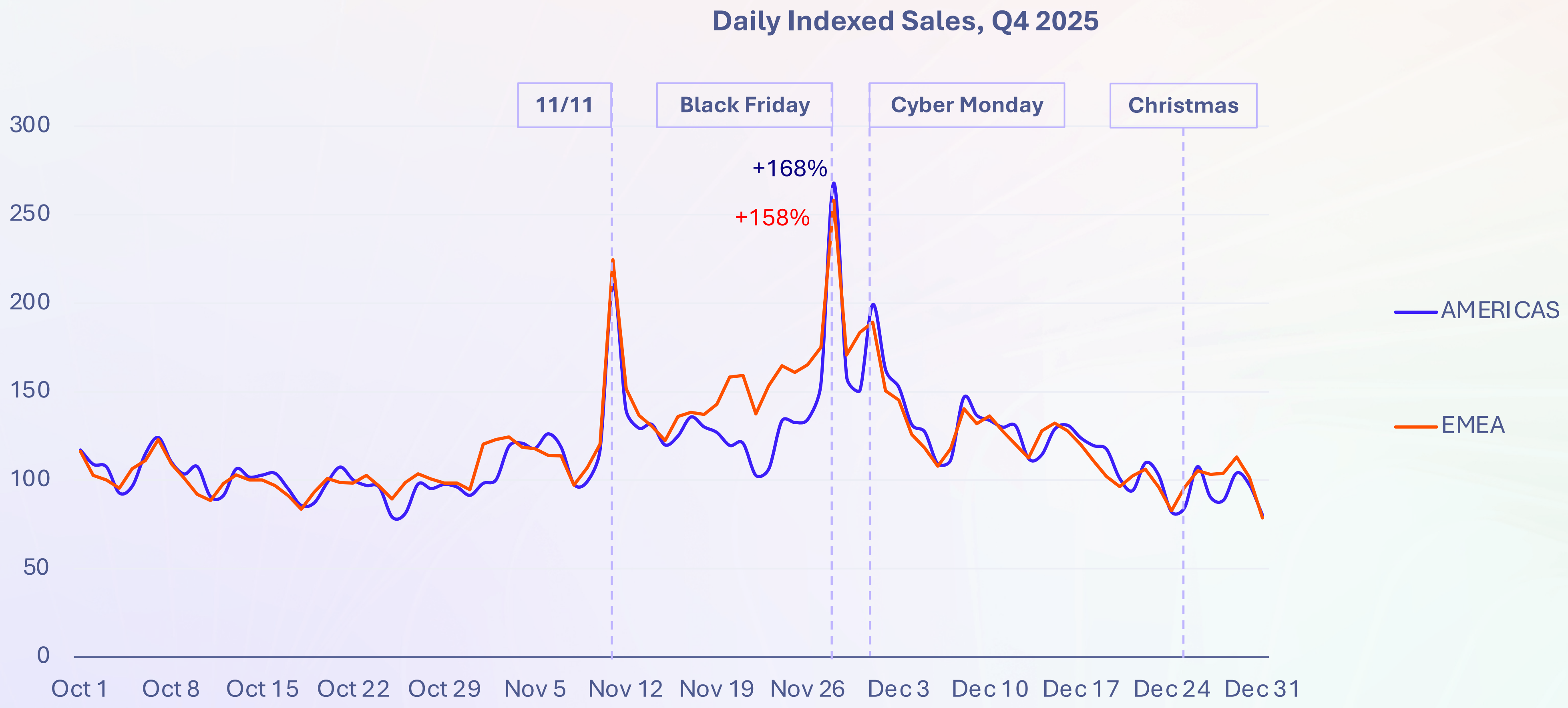
Amazon's Prime Day sparked the first wave of mid-year Consumer Electronics demand in the Americas and APAC. A second wave followed in early August with double-digit growth across the same regions, followed by a +12% lift in APAC in September. EMEA shows no comparable seasonal pattern over the same period.



Source: Criteo Commerce Data. Indexed weekly sales in Consumer Electronics relative to the month of April 2025. All site types. Regional breakdown.

Consumer Electronics gets its biggest upgrade on Black Friday

Black Friday delivers the strongest Consumer Electronics sales spike in both EMEA and the Americas. In 2025, sales rose 168% above the October baseline in the Americas and 158% in EMEA, outpacing every other Q4 shopping moment.

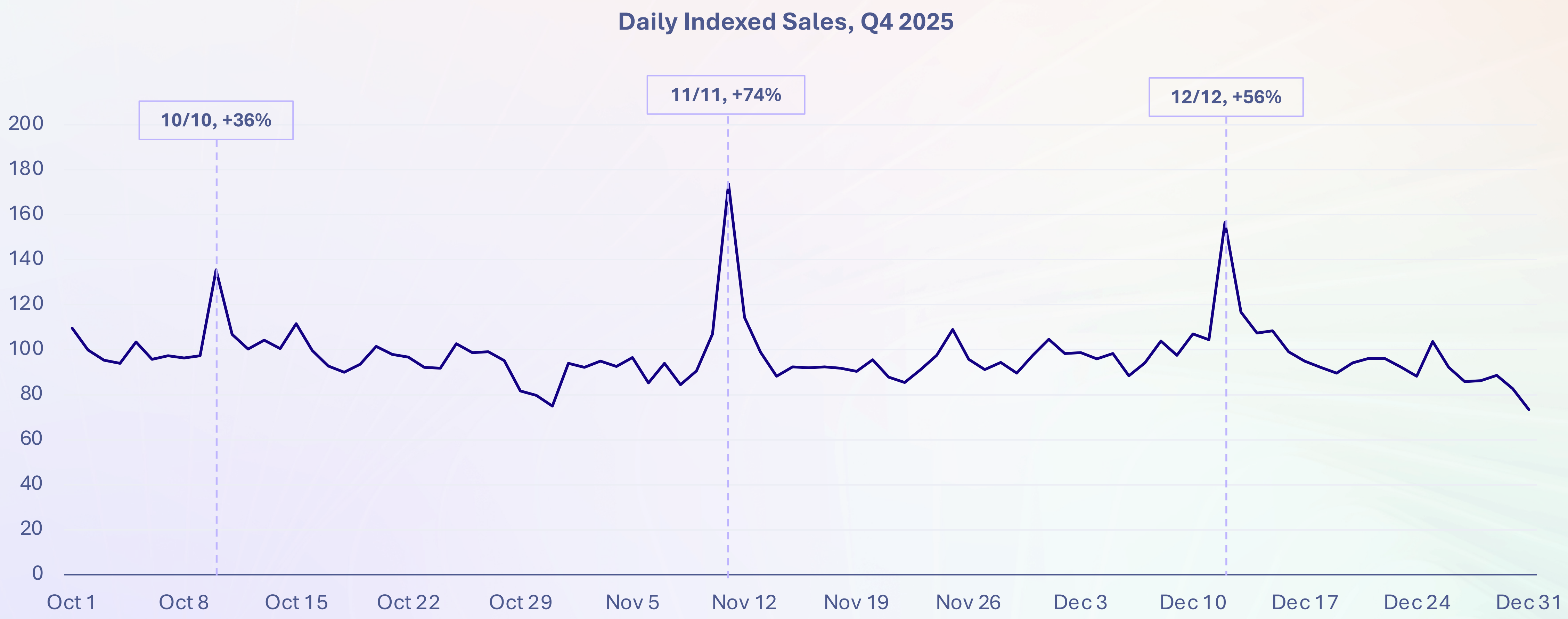


Source: Criteo Commerce Data. Daily indexed Consumer Electronics sales relative to the month of October 2025. All site types. EMEA and the Americas. Percentage increases represent the maximum uplift in online sales during Black Friday 2025 compared with the baseline period.

APAC

APAC sales sync up with Double Dates

Consumer Electronics sales in APAC concentrate around Double Date events. The largest spike last year occurred on 11/11, when sales rose 74% above the October baseline, followed by increases of 56% on 12/12 and 36% on 10/10.



Source: Criteo Commerce Data. Daily indexed Consumer Electronics sales relative to the month of October 2025. All site types. APAC. Percentage increases represent the maximum uplift in online sales on Double Dates in 2025 compared with the baseline period.

Shoppers are holding out for the right signal

Globally, 41% of Consumer Electronics shoppers wait for promotions or major sales events before purchasing. Another 45% say sales events sometimes influence their timing, while only 14% purchase based on need regardless of promotions.

Japan is the least promotion-driven market surveyed, with 22% of shoppers buying when they need an item.

Are you more likely to purchase Consumer Electronics during sales events?

	GLOBAL	US	UK	FR	DE	JP	KR
Yes – I wait for promotions or big events	41%	44%	37%	49%	37%	42%	37%
Sometimes – but not always necessary	45%	45%	49%	41%	52%	36%	49%
No – I buy when I need the item, regardless of timing	14%	11%	13%	10%	12%	22%	14%

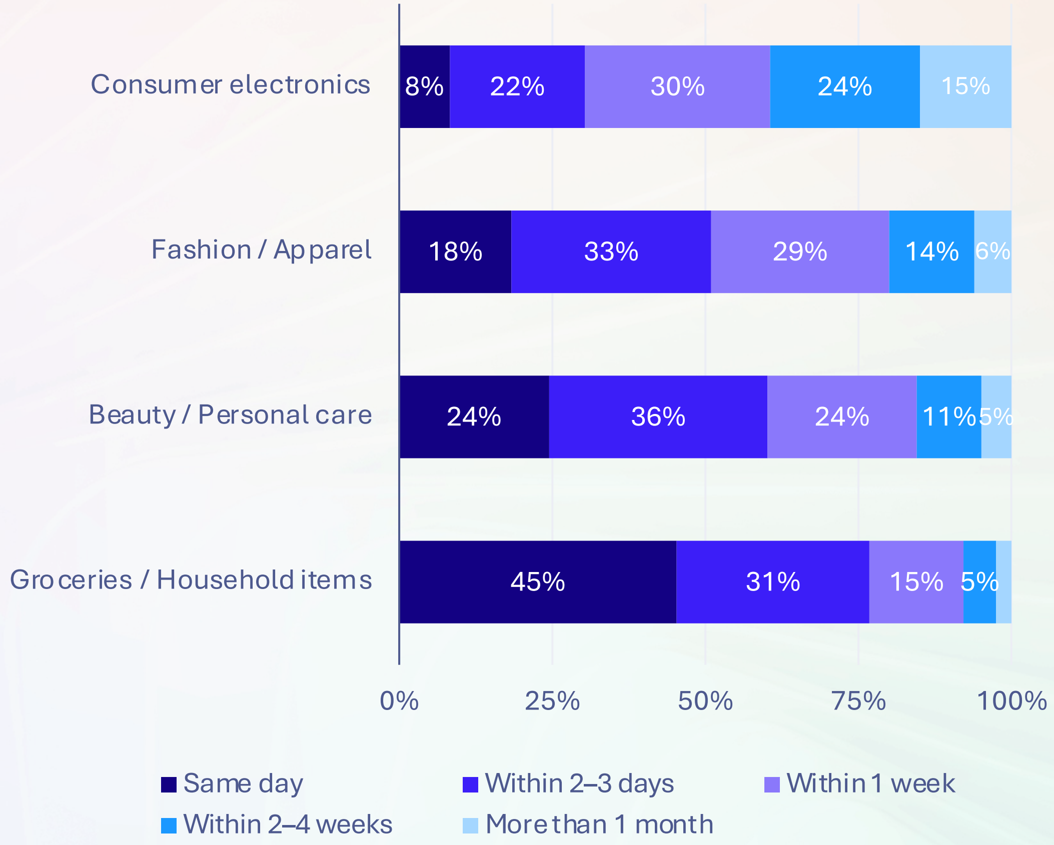
Source: Criteo Shopper Survey, June 2026. (N=5833).

Consumer Electronics purchases take longer to click into place

Consumer Electronics has the longest consideration window among the categories measured: 39% of CE shoppers typically wait at least two weeks – and up to one month – to purchase, compared with 20% of Fashion/Apparel shoppers and 16% of Beauty/Personal Care shoppers.

This suggests CE shoppers take a more deliberate path to purchase, reinforcing the need for brands to stay top of mind throughout a longer consideration window.

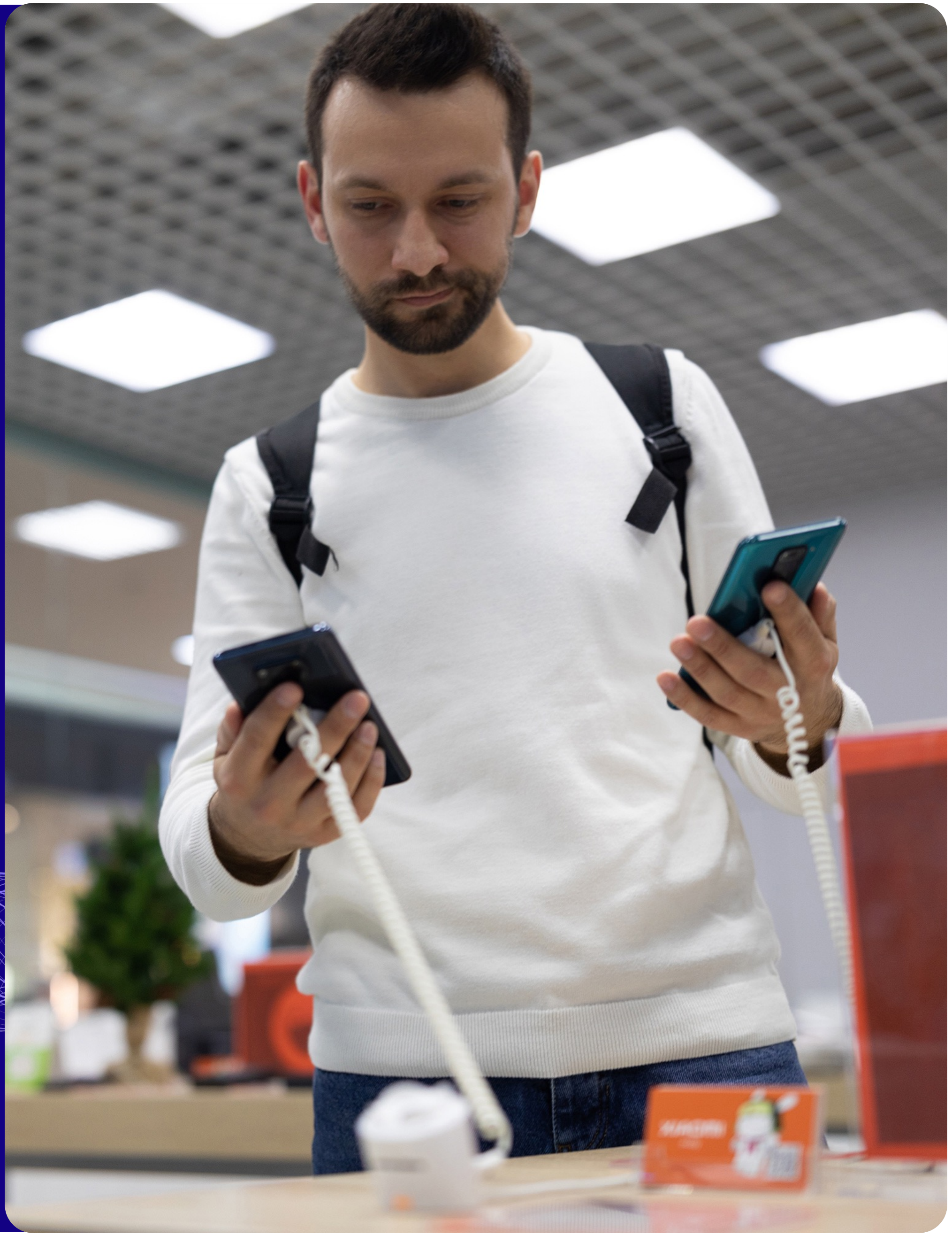
After first researching a product online, how soon do you usually purchase?



Source: Criteo Shopper Survey, June 2026. Respondents with interest in each category globally (N=6,228).

03

Compare and connect: How shoppers choose and buy

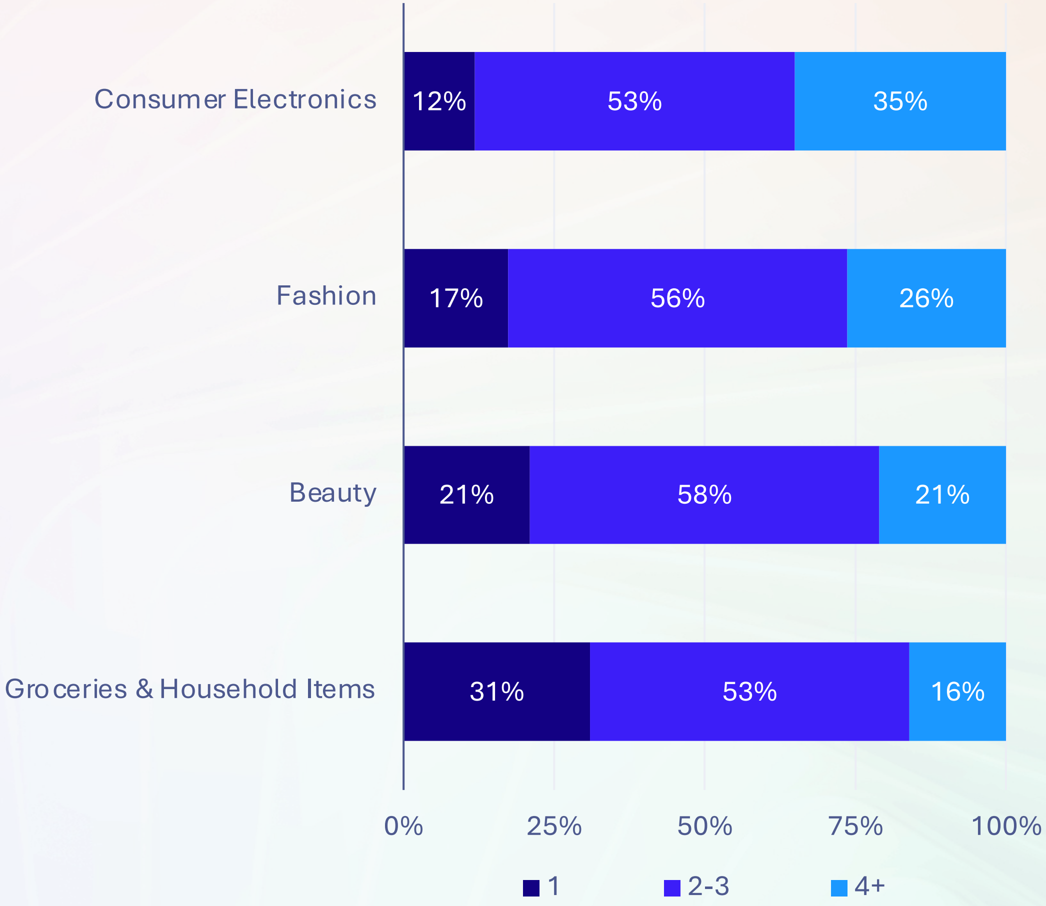


Consumer Electronics shoppers run the deepest system check

Consumer Electronics inspires the broadest research across the categories measured. More than one-third of shoppers consult four or more websites or sources before buying, while only 12% rely on a single source.

That breadth of research means a brand's presence needs to extend well beyond a single channel or retailer.

How many websites or sources do you usually visit to read reviews or compare prices before buying?



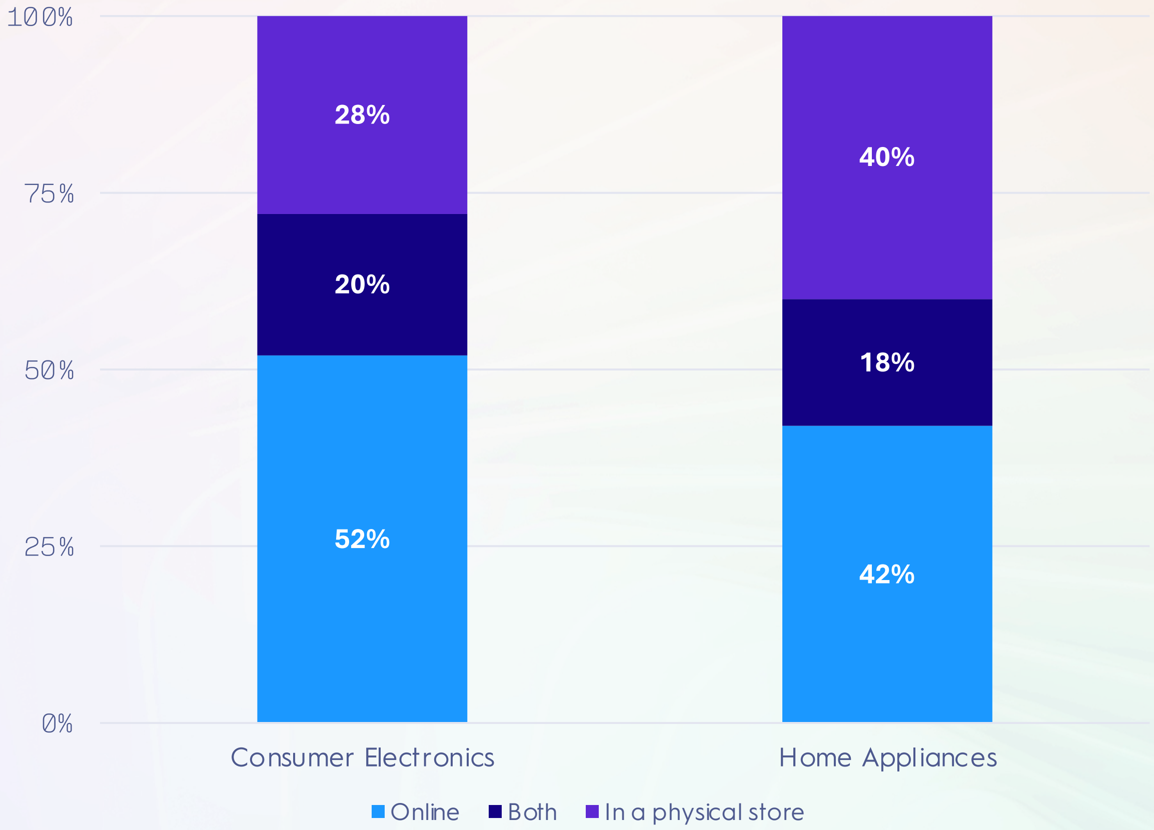
Source: Criteo Shopper Survey, June 2026. Respondents with interest in each category globally (N=6,228).

Consumer Electronics and Home Appliances take different routes to checkout

Consumer Electronics purchases skew online, with 52% completed entirely through digital channels.

Home Appliance purchases remain more connected to physical retail, with a store involved in 58% of purchases.

Thinking about your recent Consumer Electronics and Home Appliance purchases, which channels were involved?



Source: Criteo Shopper Survey, June 1-8, 2026 (N=2190). Global. Base: Electronics & Home Appliances buyers in the past 30 days.

Gen Z is taking a wider route to browsing

Online marketplaces and in-store electronics specialists are the leading destinations for Consumer Electronics shoppers, used by 60% and 58% globally. Channel preferences vary by generation: Gen X leads marketplace usage at 66%, while Gen Z is more likely than older groups to shop through brand websites, brand-owned stores, and department stores.

Where do you usually shop for consumer electronic products? (Select all that apply.)

	All Respondents	Gen X	Millennials	Gen Z
Online mass merchants and marketplaces	60%	66%	61%	50%
In–store electronics specialists	58%	62%	58%	54%
Online electronics specialists	38%	36%	41%	37%
In–store mass merchants and big–box retailers	35%	34%	36%	36%
Brand websites	31%	24%	33%	40%
Brand–owned stores	21%	17%	21%	25%
Department stores	16%	13%	17%	21%
Department store websites	15%	13%	16%	18%

Source: Criteo Shopper Survey, June 2026 (N=5,833). Global.

App-connected shoppers are taking a closer look before purchasing

Journeys that begin or end in an app involve more product views, SKUs, and brands than journeys that begin and end on the web. App ↔ Web journeys also take the longest, suggesting a more extended consideration process.

Path to Purchase Metrics - Global

First View → Purchase Channel	Avg. Purchase Journey Duration	Product/Listing Page Views	Distinct SKUs Viewed	Distinct Brands Viewed	Relative Price of Viewed vs. Purchased Items
App → App	21 days	24	11	2.6	+19%
App ↔ Web	32 days	29	10	2.7	+19%
Web → Web	15 days	19	6	1.9	+7%

Source: Criteo Commerce Data – Global. Transactions for Electronics products from major retailers completed July 1-7, 2026. Three months of prior browsing analyzed for all buyers (new and returning). Broken down by first view (product/listing) and purchase channel pairs. Metrics include the average time from the first product/listing page view to purchase, average number of product/listing page views, average number of distinct SKUs and brands viewed, and the average price ratio of viewed products to purchased items.

Shoppers are tuning into new Consumer Electronics brands

Across the categories analyzed, about a third of shoppers globally purchased from a brand they had not bought from during the previous 12 months. That share reached 35% for fans in the US and 38% for both headphones and headsets in the UK and for vacuums in Japan. These trends highlight opportunities for marketers to reach category buyers considering new brands.

Share of buyers who were “new to brand”

	Global	US	UK	FR	DE	JP	KR
Headphones & Headsets	34%	33%	38%	31%	37%	33%	31%
Fans	32%	35%	31%	31%	34%	32%	29%
Power Adapters & Chargers	31%	31%	36%	31%	33%	26%	28%
Laptops	30%	24%	34%	27%	34%	33%	29%
Vacuums	29%	29%	22%	25%	37%	38%	21%

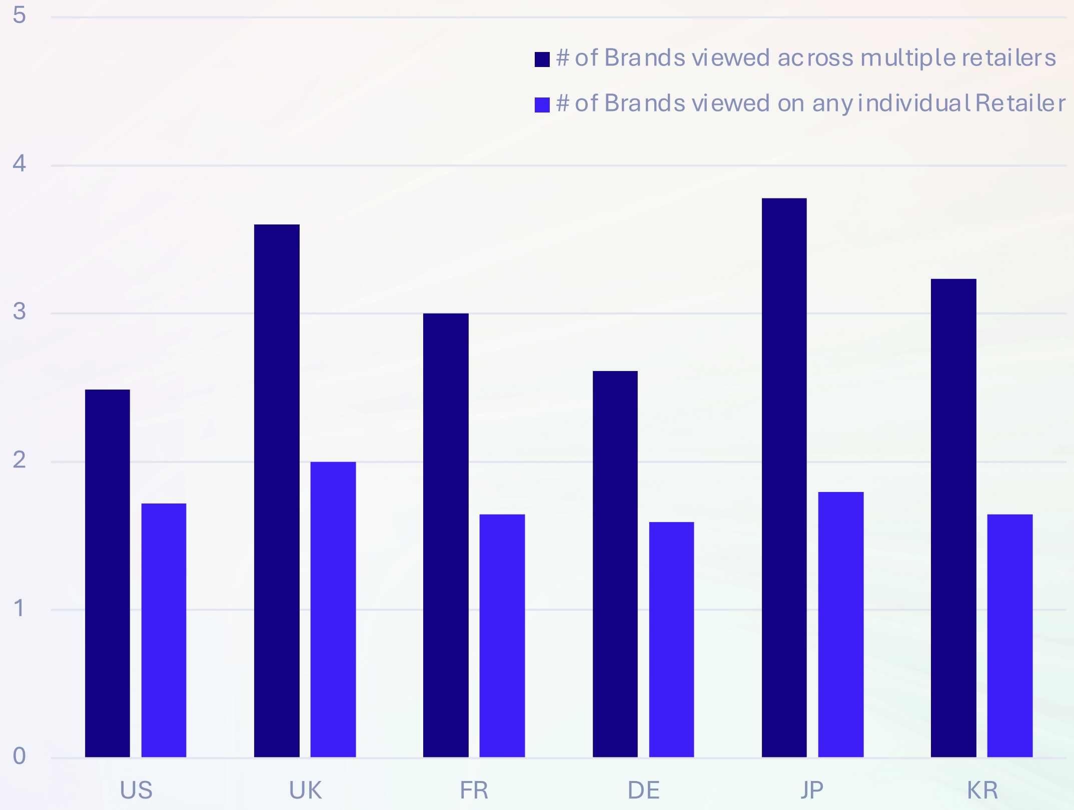
Source: Criteo Commerce Data – Global, Consumer Electronics products purchased in the period of Jun 24 – Jul 7, 2026 with 12 months of past purchase behavior considered. Hundreds of Retailers and Brands observed. Buyers had made at least one other purchase in the product category over the last 12 months. New to Brand indicates they had not purchased this brand in that 12 months.

More retailers, more brand exposure

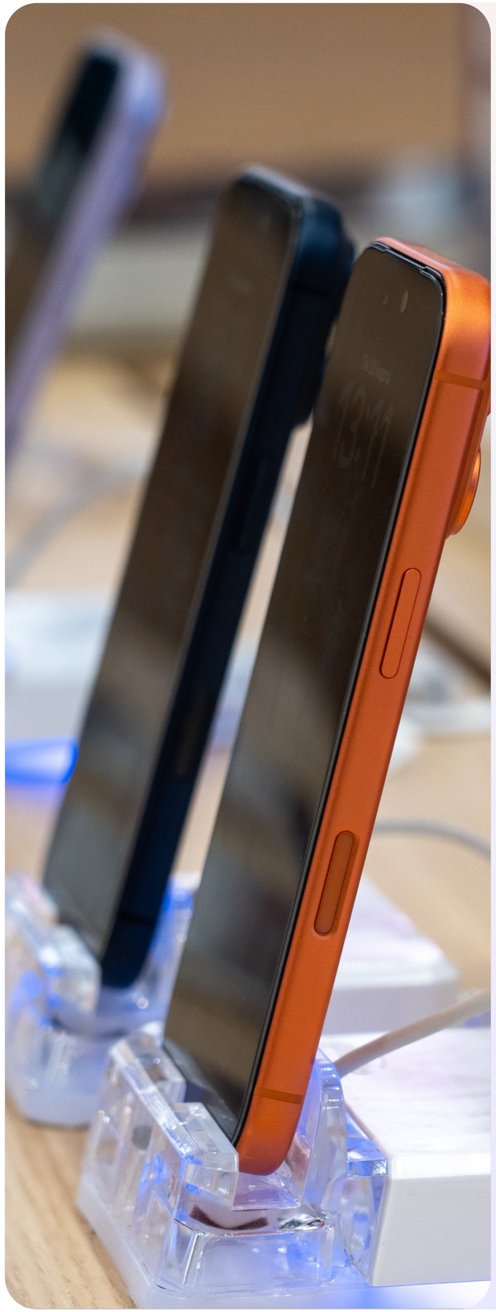
Shoppers encounter more Consumer Electronics brands when they browse across multiple retailers instead of staying with one. The pattern appears in every market measured, with the widest gap in Japan.

This suggests that shoppers who are still weighing their options visit several retail sites before deciding – all the more reason brands should stay visible on as many as possible.

Global — Average number of brands viewed across multiple retailers vs. a single retailer



Source: Criteo Commerce Data. Consumer Electronics purchases made June 25–July 7, 2026, with browsing activity measured during the previous month. Hundreds of retailers and brands across the US, UK, France, Germany, Japan, and South Korea.



Energy efficiency and quality are worth the upgrade

Consumer Electronics shoppers weigh value beyond the initial price tag. Globally, 37% believe higher-priced products can be worth the investment for better performance or quality.

Energy efficiency also shapes appliance decisions for 38% of shoppers, rising to 43% among Gen X.

Source: Criteo Shopper Survey. June 2026 (N=5,087). Global (US, UK, FR, DE, JP, & KR). Question: "Regarding your purchases of Consumer Electronics products, which of the following statements describe you? (Select all that apply)". Base: Respondents who purchased products from major CE categories in the past 12 months.

44%

usually research long and compare brands before choosing electronics

Gen X	Millennials	Gen Z
47%	44%	41%

37%

believe buying higher–priced item is worth it for performance or quality

Gen X	Millennials	Gen Z
32%	39%	40%

38%

look for energy efficiency or eco ratings when buying home appliances.

Gen X	Millennials	Gen Z
43%	37%	33%

Consumer Electronics shoppers are the most plugged into AI

Nearly half of Consumer Electronics shoppers use AI assistants for at least some purchases, the highest share among the categories measured. Usage reaches at least 50% in the US, UK, Germany, and South Korea, while Japan trails at 33%.

How often do you interact with AI chatbots or assistants when shopping in the following categories?
(Selected answers: "For all or almost all my purchases" & "For most of my purchases" & "For some of my purchases")

	Global	US	UK	FR	DE	JP	KR
Consumer Electronics	**48%**	**50%**	**52%**	**47%**	**53%**	**33%**	**53%**
Travel (flights, hotels, experiences)	44%	44%	49%	44%	46%	32%	52%
Home & Furniture	38%	42%	43%	33%	39%	26%	45%
Beauty / Personal care	38%	45%	42%	36%	36%	27%	44%
Apparel / Fashion	37%	43%	43%	32%	37%	27%	44%
Groceries / Household items	32%	41%	35%	24%	29%	23%	40%

Source: Criteo Shopper Survey. June 2026 (N=6,307). (Answer options: "For all or almost all my purchases", "For most of my purchases", "For some of my purchases", "Only occasionally", "Never")

AI recommendations are making an impact at checkout

Among Consumer Electronics shoppers who use AI assistants, 61% say product recommendations or featured products in AI responses would influence their purchase decisions. Influence is highest in the US at 66% and remains above 50% in every market measured.

How influential would recommendations or featured products within an AI assistant's response be on your purchase decisions in the following categories?
(Selected answers: "Highly influential" & "Moderately influential")

	Global	US	UK	FR	DE	JP	KR
Travel (flights, hotels, experiences)	63%	70%	63%	64%	64%	56%	64%
Consumer Electronics	**61%**	**66%**	**65%**	**61%**	**63%**	**55%**	**58%**
Beauty / Personal care	57%	59%	56%	57%	59%	56%	54%
Home & Furniture	55%	62%	57%	49%	53%	56%	53%
Apparel / Fashion	53%	59%	56%	48%	52%	53%	49%
Groceries / Household items	52%	61%	53%	46%	51%	47%	52%

Source: Criteo Shopper Survey, June 2026 (N=5,125). Base: Respondents who interact with AI chatbots when shopping from the selected category at least occasionally.
(Answer options: "Highly influential", "Moderately influential", "Slightly influential", "Not influential at all")

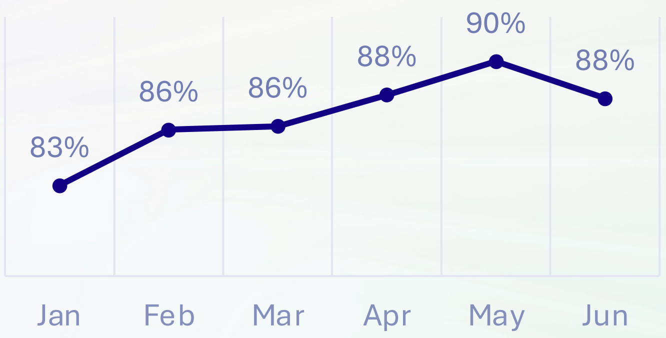
ChatGPT is sending more shoppers toward checkout

ChatGPT is an important referral source across the Consumer Electronics path to purchase. From January through June 2026, ChatGPT accounted for nearly twice the share of product-page landings generated by search on average. ChatGPT-referred transactions also appeared across most of Criteo's Consumer Electronics and Technology clients each month.

Share of Product Page Landings Referred by ChatGPT vs. Search

2x

Share of Criteo CE Partners with at least 1 ChatGPT-referred Transaction



Source: Criteo Data, Global CE & Technology clients with consistent ad spend in each month between January and June 2026.

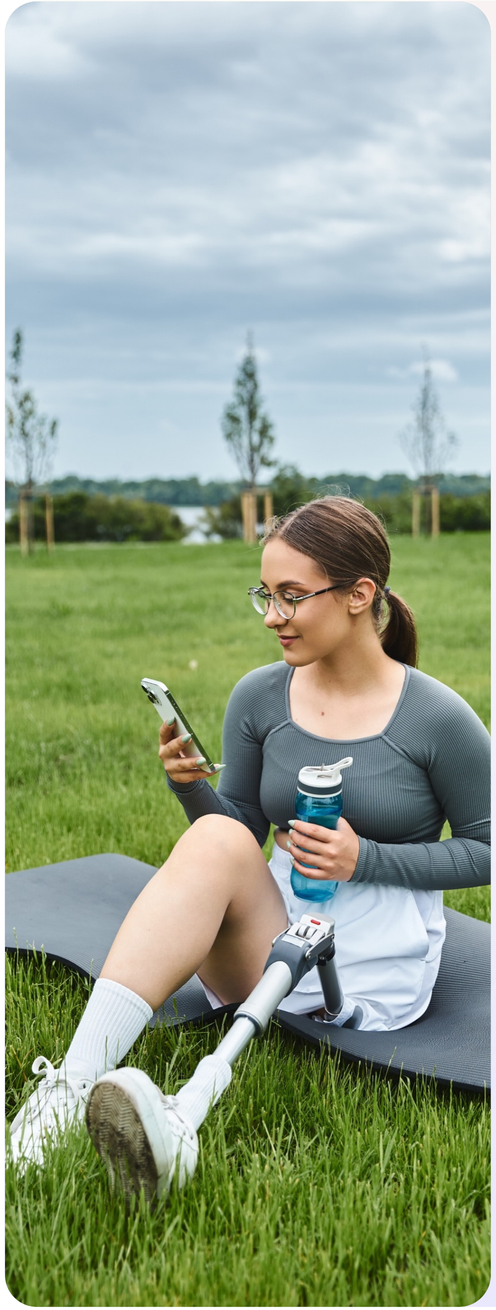
Consumer Electronics shoppers want to browse on their own settings

Consumer Electronics shoppers prefer to explore the full range of options themselves. Globally, 39% want access to the complete assortment so they can browse and filter independently, compared with 27% who prefer personalized recommendations and 21% who favor a smaller, expertly curated selection.

What's your preferred shopping experience when purchasing Consumer Electronics products?

	Global	US	UK	FR	DE	JP	KR
Show me everything (I browse all options and filter myself)	39%	40%	47%	31%	38%	34%	41%
Personalized recommendations (based on my tastes/purchase history)	27%	29%	26%	25%	28%	26%	28%
Fewer, curated picks (expertly edited, "best of" selection)	21%	19%	17%	31%	16%	23%	23%
I don't have a preference / it depends	13%	12%	11%	13%	18%	17%	8%

Source: Criteo Shopper Survey, June 2026 (N=5,087). Base: Respondents who purchased products from major CE categories in the past 12 months.



Audience Spotlight

Fitness enthusiasts are upgrading beyond wearable tech

Fitness enthusiasts' technology purchases extend well beyond workout devices. Compared with other active shoppers, they are 9.3 times more likely to buy mobile phones and 7.5 times more likely to purchase storage devices, with above-average purchasing also extending to headphones and speakers.

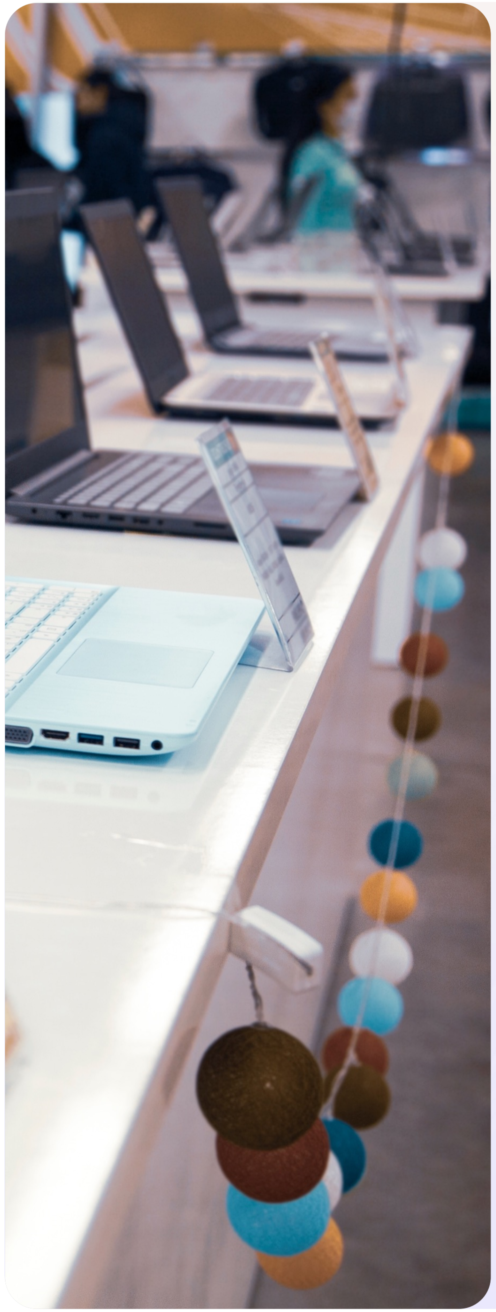
9.3x
More likely to purchase mobile phones

7.5x
More likely to purchase storage devices

3.9x
More likely to purchase headphones and headsets

3.1x
More likely to purchase speakers

Source: Criteo Commerce Data, US. Fitness enthusiasts are shoppers who purchased from qualifying fitness-related categories in at least two distinct months from March through May 2026. Purchase behavior was measured from June 1 through July 15, 2026 and compared with other active shoppers who did not qualify for the persona. Results show associations, not causal effects.



Audience Spotlight

Digital creators are building a high-powered setup

Digital creators show strong purchase affinity across the tools that support their work. Compared with other active shoppers, they are 31.7 times more likely to buy computer monitors and 23.7 times more likely to purchase wireless routers. Their elevated purchasing also extends to laptops and tablets.

Source: Criteo Commerce Data, US. Personas comprise users who purchased relevant categories in at least two distinct months during March–May 2026. Outcomes were measured June 1–July 15, 2026 and compared with other active shoppers who purchased outside the persona categories in at least two distinct months and did not qualify for the persona. Analysis covers eligible partners. Results show associations, not causal effects.

31.7x
More likely to purchase computer monitors

23.7x
More likely to purchase wireless routers

15.0x
More likely to purchase laptops

9.9x
More likely to purchase tablets

04

Closing the circuit: Where marketers can win

Plug into every moment of the Consumer Electronics journey

Power demand through the funnel

Shoppers can begin their research weeks or even months before purchase. Use cross-channel, full-funnel campaigns to show up across touchpoints such as CTV, social, AI, open web environments, and retailer sites.

Tap into CE's biggest peaks

Demand rises around seasonal and promotional events, but the strongest peaks differ by market. Maintain an always-on foundation, then adjust investment around the local occasions that generate the greatest purchase activity.

Stay connected across channels

Tech shoppers move between online and in-store channels and browse multiple retailers before buying. Coordinate touchpoints to give your brand more opportunities to make the shortlist.

Optimize for AI-assisted discovery

Consumer Electronics leads the categories measured in AI-assisted shopping. Develop a dedicated strategy for how your products appear and engage shoppers in AI environments.

Close the circuit to conversion

Make every spec count

CE shoppers consult more sources than shoppers in other categories. Use dynamic creative to surface the features, prices, and offers that differentiate each product.

Give shoppers the controls

Tech shoppers prefer to browse and filter a full assortment. Personalize product discovery without narrowing their options too quickly.

Always be activating

Purchase timelines can range from minutes to months and cross multiple retailers. Use real-time commerce signals, AI optimization, and cross-retailer campaigns to stay in front of shoppers, recognize when intent strengthens, and adjust bids accordingly.

Dial into high-value audiences

Fitness enthusiasts and digital creators are more likely to purchase a wide variety of CE products. Activate these audiences with products matched to their interests, then introduce relevant products across the broader tech portfolio.

Thank you

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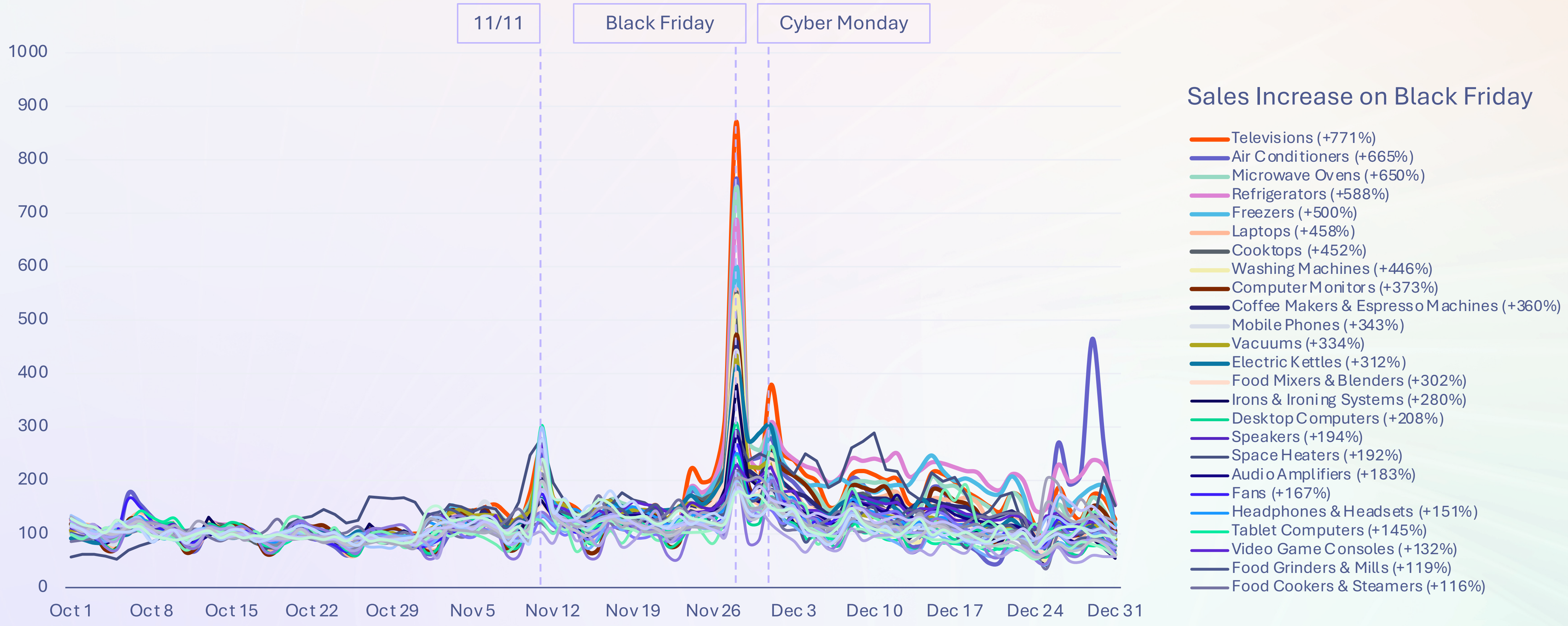
Daily Indexed Sales in Electronics, October 2025 - December 2025

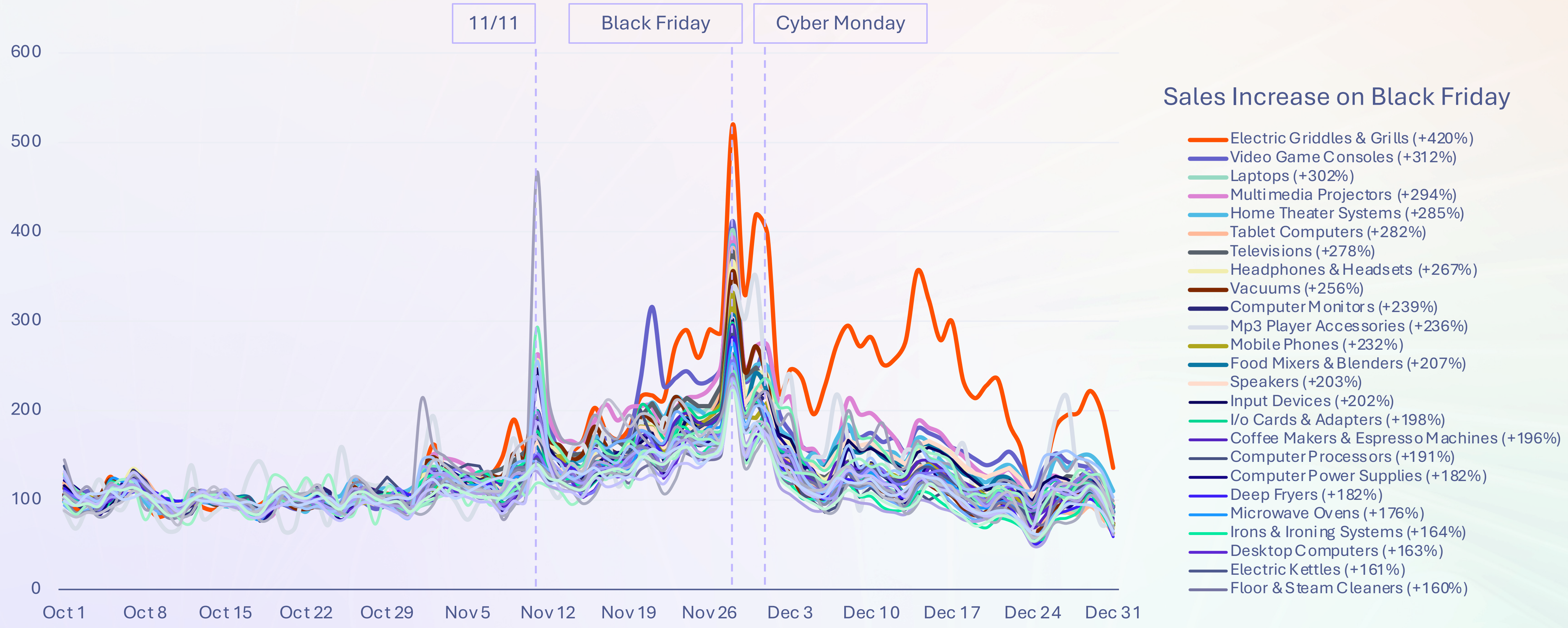
Top trending products including home and kitchen appliances based on the index on Black Friday 2025



Source: Criteo Commerce Data - Indexed sales Electronics including home kitchen and appliances compared to the first 4 weeks of October 2025. All site types. AMERICAS. Percentages represent the increase/decrease of online sales on Black Friday 2025, compared to the same baseline.

Daily Indexed Sales in Electronics, October 2025 - December 2025

Top trending products including home and kitchen appliances based on the index on Black Friday 2025

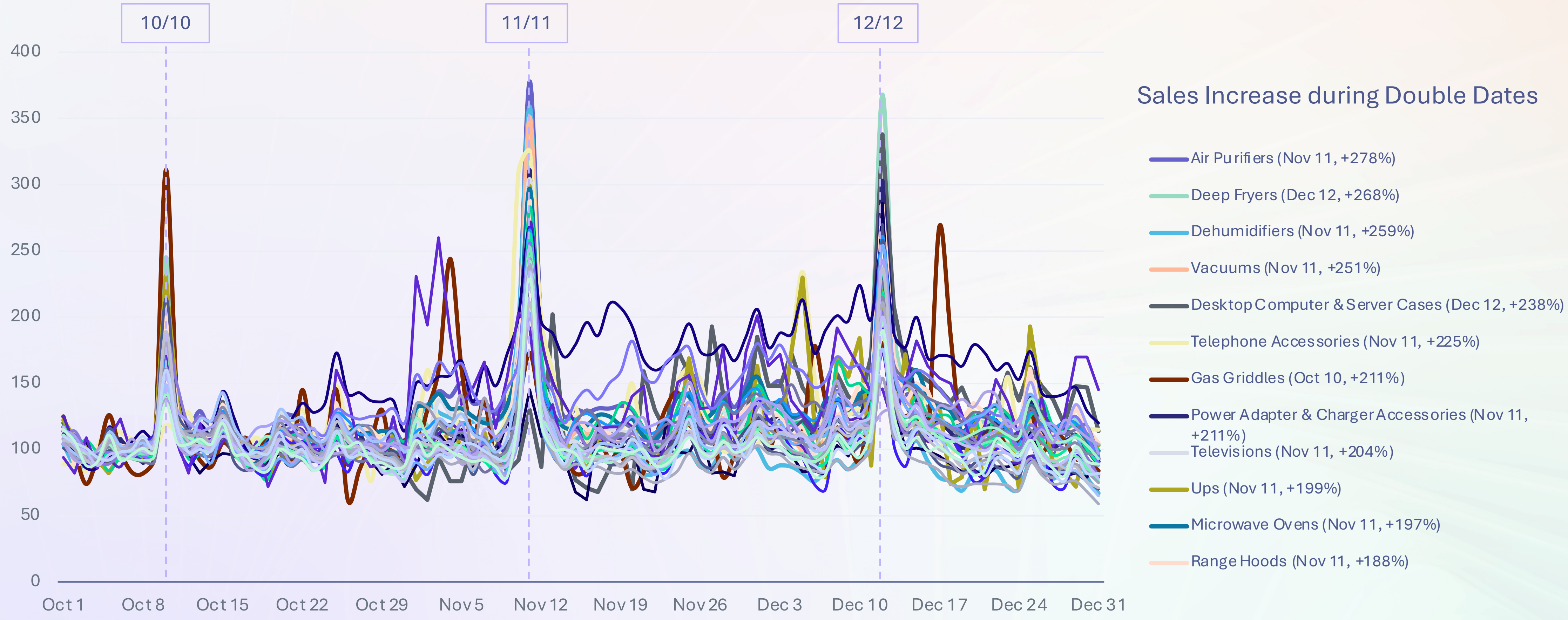


Source: Criteo Commerce Data - Indexed sales Electronics including home kitchen and appliances compared to the first 4 weeks of October 2025. All site types. EMEA. Percentages represent the increase/decrease of online sales on Black Friday 2025, compared to the same baseline.

APAC

Daily Indexed Sales in Electronics, October 2025 - December 2025

Top trending products including home and kitchen appliances based on the max index during Double Dates in 2025



Source: Criteo Commerce Data - Indexed sales Electronics including home kitchen and appliances compared to the first week of October 2025. All site types. APAC. Percentages represent the max increase/decrease of online sales during Double Dates in 2025, compared to the same baseline.

CRITEO