

“Revenge Travel” and Experiences Boost Tech Sales

Our forecast called for Q2 2021 industry revenue to grow 3% compared to 2020. As consumers reengage with the experience economy, technology products that complement these pursuits are **rebounding from slow 2020 sales**.

The return to experiences elevated camera sales:

Mirrorless camera revenue has more than doubled in 1H 2021 compared to 1H 2020

2X

15%

Point-and-shoot cameras grew 15% in 2021 in 1H 2021

Camcorder unit sales grew 17% in the three months ending in June

17%

Special occasions and gatherings drove audio sales in 1H 2021:

Wireless Bluetooth speaker revenue increased 20%

20%

Large party box speakers grew 81%

81%

Revenue for **speakers with karaoke capabilities** grew nearly 200%

3X

After declining in 2020, summer road trips have been good for sales of car audio products in 1H 2021:

In-dash stereo receivers were up 15%

15%

48%

Car amplifiers increased 48%

Satellite radio boxes grew 36%

36%

“

Over the last 18 months, technology proved its importance to consumers as they spent more time at home. Now, in a new stage, we are also seeing the vital role technology plays in life and experiences outside the home.

”

Ben Arnold

Executive Director, Industry Analyst, The NPD Group

Source: The NPD Group/Future of Tech, Retail Tracking Service

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