

## GfK: CE Spending to Surpass \$1 Trillion in 2012

Written by Marco Attard  
27. January 2012

---

According to GfK and the Consumer Electronics Association (CEA), global CE spending will reach over \$1 trillion for the first time in 2012, growing by 5% Y-o-Y.



In comparison, CE spending for 2011 totals \$993 billion.

"Despite slowing growth in developed markets, robust growth in emerging markets, particularly Emerging APAC (Asia Pacific) and Central & Eastern Europe (including Russia), has helped sustain global spending in 2011 at the relatively healthy level of 8%" GfK remarks.

The analyst says the smartphone sector will "remain the key growth driver in 2012." Tablets will also show strong growth, reaching \$39BN in 2011. GfK also expects tablets to show "a strong double digit increase" for 2012.

So what will customers want in this year and beyond? Mobile connected devices, as consumers all over the world demand for the shiniest in technology.

Go [Global Consumer Tech Device Spending to Surpass \\$1 Trillion in 2012 \(GfK\)](#)