

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

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24. 01. 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.

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

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