

NPD: US holiday electronics sales drop 5.9 percent

January 8 2012, By PETER SVENSSON , AP Technology Writer

(AP) -- U.S. sales of consumer electronics fell 5.9 percent this past holiday season, as smartphones cannibalize sales of standalone gadgets like cameras, camcorders and GPS navigation devices.

The NPD Group reported Sunday that electronics sales, including TVs and PCs, totaled \$9.5 billion in the five weeks ending Dec. 24.

Camcorder sales plunged 43 percent, and sales of digital picture frames fell 38 percent. GPS units slumped 33 percent. PC and TV sales slipped just 4 percent, bolstered by sales of TVs bigger than 50 inches.

Cell phone sales are not included in the report.

The figures were released as the [consumer electronics industry](#) gathered in Las Vegas for its annual trade show, the largest in the Americas and one of the largest in the world, and jibe with some retail numbers released last week.

[Best Buy](#) Co., the largest U.S. electronics retailer, said Friday that December sales lagged because of weak traffic. Sales at stores open a year fell 1.2 percent for the month. However, sales were strong for smart phones, [tablet computers](#) and e-readers.

©2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: NPD: US holiday electronics sales drop 5.9 percent (2012, January 8) retrieved 25 April 2024 from <https://phys.org/news/2012-01-npd-holiday-electronics-sales-percent.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.