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# Consumer Electronics

# Record sales of consumer electronics

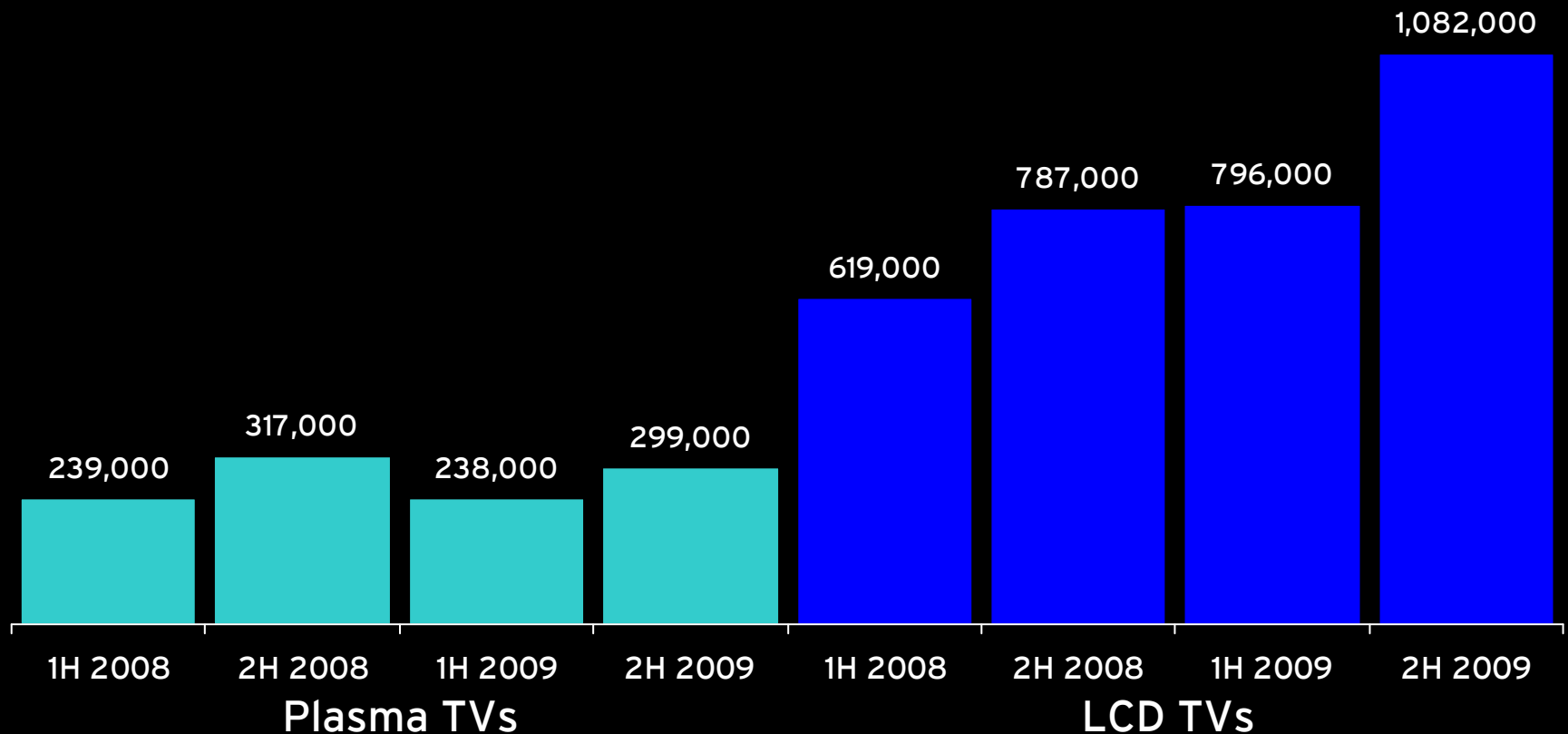
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Despite predictions that the economic downturn would significantly impact sales of consumer electronics, 2009 saw record sales of 'digital lifestyle' products - a category now worth \$5.90 billion annually.

# LCD and plasma TV sales have rocketed

Australians appetite for enhancing their viewing experience isn't waning, the second half of 2009 saw record sales of LCD TVs, topping \$1.2 billion.

## LCD and Plasma TVs - 6 Monthly Unit Sales - 2008 to 2009



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Australians also purchased a range of other digital devices for use inside and outside the home.

## Consumer Electronics - Unit Sales - Second half of 2009

