



The NPD Group Presents Fourth Annual Consumer Electronics Industry Performance Awards at CES 2020

NPD Consumer Electronics Industry Performance

Las Vegas, NV, January 6, 2020 – Today, The NPD Group revealed the winners of its fourth annual Consumer Electronics Industry Performance Awards at the Consumer Electronics Show in Las Vegas. Awards were given to consumer electronics brands that achieved the top increases in market share in North America, according to NPD’s Retail Tracking Service, and the fastest-turning brand per item in the U.S., according to NPD’s Store-Level Enabled data.

This year’s awards include a focus on smartphones, with honors given to brands that achieved the fastest growth based on unit percentage increase in the U.S., Canada, and Mexico. These awards are based on data from NPD’s new Mobile Phone Tracking service, which leverages advertising technology to track devices as they interact with the North American ad-server network. This along with NPD’s unique data assets provides insight into market sizing, attribute tracking and regional trends.

Award Winners for Fastest Growing Smartphone Brand

Category	Winner
U.S.	Unimax Communications
Canada	Huawei
Mexico	Xiamoi

Source: The NPD Group, Inc., Mobile Phone Tracking, October 2018 vs October 2019

“This year marked the third consecutive year of growth for the U.S. consumer technology industry, and we’re excited to celebrate a few of the companies that achieved success in this competitive landscape over the past year,” said Ian Hamilton, President, Technology Sector, The NPD Group. “Congratulations to all award winners – and best of luck in 2020.”