

Laptops on Top of Christmas Wishlists

Written by Marco Attard
23 November 2010



The CEA says CE spending in USA will reach historic highs this Christmas, despite an overall decline in gift spending.

The association's 17th Annual CE Holiday Purchase Patterns Study shows IT and CE remain the "hottest" gifts to give and receive. Laptops are the most desired gift for this season, according to the CEA.

Half of customers plan to buy a CE gift for children on their lists, 20% will buy a CE gift for their spouse/significant other and 29% will buy CE for themselves.

The study also reveals the top 10 devices for the season:

1. Laptop
2. iPad
3. eReader
4. iPod/iPod Touch
5. Video Game System
6. Digital Camera
7. Big Screen TV
8. TV
9. Computer
10. Desktop PC

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The CEA says consumers want the newest technologies-- and stores stocking these products will do well as a result.

Consumers are planning to spend more this Christmas than the last, with 20% planning to increase their holiday budgets.

Go [CEA: Consumer Spending on CE to Reach All-Time High](#)