



## Top 3 in-demand product categories announced ahead of Channel Summit EMEA 2022

*Preliminary results from the ChannelSummit delegate survey\* point to high demand for smart home, gaming and smart tech products.*

Channel buyers registered to attend next year's ChannelSummit EMEA event were asked to select the product categories they intend to source in the next 12 months. **Farouk Hemraj, Founder & CEO at ChannelHub** commented, "The results of the survey reflect many of the trends we're seeing in the channel. The knock on effect of the pandemic has changed many things including our approach to health, work and lifestyle."

Topping the list of sought after categories is **smart home** with **75% of buyers surveyed** intent on sourcing smart home products in 2022. Alain Godet, VP Customer Success at ChannelHub commented, "The smart home ecosystem is expanding rapidly with opportunities in both the B2B and B2C channels, so it's no surprise that this category tops our audience's wishlist ahead of next year's show."

**Gaming** continues to be a popular category with **70% of delegates** looking for gaming products in the next 12 months. According to **Absolute Market Insights**, the global gaming accessories market was valued at US\$ 7825.21 Mn in 2020 growing at a CAGR of 12.54% over the forecast period (2021 – 2029).

**Smart technologies** came a close third with **67% of delegates surveyed** keen to source smart products in 2022. Shuza Noirot, Sales Director at ChannelHub commented, "Consumer appetite for smart enabled products has continued to grow, fueling a proliferation of innovative devices and brands looking to develop routes to market."

Over 300 senior e-tail, retail and distribution executives are expected to attend the first Channel Summit EMEA event, scheduled for 9-11 March, at the Fairmont Hotel, Monaco.

\*Results are based on responses from 130 registered delegates

### About ChannelSummit EMEA

Channel Summit invites and hosts senior-level executives from the region's top **distributors, retailers and e-tailers** to meet and do business with consumer technology and IT hardware brands. The event is scheduled for 9-11 March 2022, Fairmont Hotel, Monaco. The Channel Summit EMEA event is organised by ChannelHub.

For more information, please visit [www.channel-summit.com](http://www.channel-summit.com)

### About ChannelHub

ChannelHub's mission is to digitally connect consumer technology vendors and retailers to allow a faster and more productive way to bring innovative products to the market. ChannelHub enables vendors, distributors and retailers from all over the world to build trusted relationships in a fast and easy way, leveraging cutting edge technology with human expertise. For more information, please visit

[www.channelhub.net](http://www.channelhub.net)