

Market Intelligence For CE Brands

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Admin

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News

Introducing CE Critic Intelligence: Understanding the Conversations That Drive Consumer Electronics Buying Decisions

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For years, consumer electronics brands have relied on sales data to measure success. But sales only tell part of the story.

What happens **before** a customer clicks “buy”?

What conversations shaped that decision?

And what happens **after** the purchase—when reviews, forums, and social discussions influence the next wave of buyers?

Today, we’re excited to announce the launch of **CE Critic Intelligence**, a new market intelligence platform built to answer those questions—and many more.

Beyond the Point of Sale

Traditional analytics focus on transactions. CE Critic Intelligence focuses on **intent**.

The platform analyzes conversations across professional reviews, consumer forums, social media, and post-purchase feedback to reveal how products, technologies, and brands are actually perceived in the market. This includes the moments that matter most but are often invisible to standard reporting: comparisons between competing products, debates in enthusiast forums, reactions to launch messaging, and post-purchase sentiment that shapes future demand.

CE Critic Intelligence enables companies to finally see the *full decision-making journey*—from early research to long-term brand perception.

Turning Market Conversation Into Strategy

CE Critic Intelligence is powered by a proprietary system and a proprietary dataset purpose-built for the consumer electronics industry. By capturing and quantifying high-intent buyer signals, the platform transforms unstructured conversation into clear, actionable intelligence.

With CE Critic Intelligence, companies can:

- Benchmark themselves against competitors
- Compare technologies and feature sets
- Forecast category-level market shifts
- Understand pricing and value elasticity
- Analyze retail and channel dynamics
- Segment consumers by real buying behavior
- Track competitive launches and messaging impact
- Model roadmap scenarios and future positioning
- Refine strategic messaging based on what truly resonates

Instead of guessing how a product launch performed, brands can see **what coverage landed, what messages worked, what concerns emerged, and why consumers responded the way they did.**

A Natural Evolution of CE Critic

“With CE Critic, we were the first to aggregate consumer electronics reviews at scale to help shoppers make better decisions,” said **Dipin Sehdev, Founder and CEO of CE Critic**. “CE Critic Intelligence builds on that foundation by helping brands, manufacturers, retailers, and product teams understand how their products, technologies, and brands are truly viewed by reviewers and consumers with buying intent—not just at the point of sale, but across every conversation that leads to it.”

This evolution reflects CE Critic’s deep roots in consumer electronics research and its ongoing mission to bring clarity to a complex, fast-moving market.

Showcasing the Platform: TV Technology Intelligence

To demonstrate what CE Critic Intelligence can do, we’ve released [The CE Critic Intelligence Report: TV Technology Analysis of 2025](#). The report provides a strategic overview of how OLED, Mini-LED, and emerging

RGB-LED display technologies are being discussed, reviewed, and evaluated by consumers and professional reviewers alike.

The analysis shows how sentiment, reviewer narratives, and buyer intent signals shape market perception—and how even small shifts in messaging or positioning can translate into significant market impact. The report is available for companies to view and download and serves as a real-world example of how CE Critic Intelligence turns conversation into competitive insight.

[Download the report here.](#)

What Comes Next

CE Critic Intelligence is designed for brands, manufacturers, retailers, and product teams who want to move faster, communicate more clearly, and compete more effectively in the consumer electronics market.

If you're ready to understand not just *what* sold—but *why*—we'd love to talk.

To learn more about CE Critic Intelligence or to request access to the TV Technology Intelligence Report, reach out to **Support@CECritic.com**.