

Consumer Electronics in the Czech Republic

Market Direction | 2022-09-05 | 88 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

After a strong contraction in 2020, the Czech economy managed to get back on track exceeding all predictions and reaching a growth of 2.8% in 2021. The stronger-than-expected performance of the domestic economy in the last quarter of 2021 was a bit surprising given the less-than-favourable pandemic situation which led to supply chain problems, a major energy crisis, and accelerating inflation. The main factors supporting economic growth was the low unemployment rate and the willingness of Czechs...

Euromonitor International's Consumer Electronics in Czech Republic report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Consumer Electronics in the Czech Republic
Euromonitor International
September 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022
Table 2 Sales of Consumer Electronics by Category: Value 2017-2022
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economic crisis leads to zero volume growth although pandemic trend for multi-use monitors continues
Manufacturers turn their focus to more profitable business channel in the face of chip shortages
New launches from both retailers and major brands, including online retailer Alza.cz

PROSPECTS AND OPPORTUNITIES

After record growth in the pandemic, the category is set for declines
B2B and sales via educational institutes will benefit in a post-pandemic revamp
Printers are set to return to a declining trajectory forcing manufacturers to develop models with cost optimisation

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022
Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 16 Sales of Computers by Category: Business Volume 2017-2022

Table 17 Sales of Computers by Category: Business Value MSP 2017-2022

Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022

Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smartphone and pre-installed system usage continue to hamper category sales

Removal of pandemic restrictions has limited impact on declining trend for in-car speakers and in-dash media players

TomTom International to hang on to leadership in in-car entertainment in 2021 despite ongoing decline of in-car navigation

PROSPECTS AND OPPORTUNITIES

Recovery of in-car entertainment is highly unlikely with such systems being perceived as outdated

Potential boost for demand via second-hand cars will not be enough to generate volume growth

E-commerce set to increase its importance as distribution channel for in-car entertainment over the forecast period

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home audio and cinema is gradually becoming a niche category

Home cinema and speaker systems is the only category to buck the declining trend

Asian-based brands continue to dominate sales of home audio

PROSPECTS AND OPPORTUNITIES

Category outlook remains quite bleak with audio-enthusiasts the only focus

E-commerce is likely continue its domination across home audio and cinema

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Connectivity continues to be important but will have limited impact on volume sales

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wider adoption of online and streaming services leads to a further fall of BD and DVD players; televisions remain affected by supply disruptions

Samsung continue lead category thanks to frequent new product launches

Panasonic ceases production of televisions whilst Xiaomi enters the category

PROSPECTS AND OPPORTUNITIES

Smart TVs are set to become standard with budget smart TVs set to gain share

Limited developments expected in video players due to lack of consumer interest

Expansion of usage to boost interest in owning more than one TV

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 □Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for action cameras is driven by relaxation of pandemic restrictions and desire to create good social media content

Digital cameras remain under threat from smartphones with

Ultra HD feature drives volume sales of digital camcorders

PROSPECTS AND OPPORTUNITIES

Heightened price-sensitivity and smartphone competition to limit future sales

Players to add value and diversify into alternate categories to sustain revenue

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Despite small shift towards appliances and electronics specialists, e-commerce will retain its dominant lead

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022

Table 67 Sales of Imaging Devices by Category: Value 2017-2022

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022

Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022

Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022

Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027

Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continuous declining trend means that e-readers has limited innovation

Wireless speakers continue their success with Apple's cheaper HomePod Mini helping the brand gain share

Pandemic only strengthened the shift toward online shopping

PROSPECTS AND OPPORTUNITIES

Premium wireless speakers to gain more share and desire for minimalist aesthetic influences innovations

Portable media players set to become cheaper as demand declines

Expected launch of AlzaPower in smart speakers will further shift sales online

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022

Table 78 Sales of Portable Players by Category: Value 2017-2022

Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shortage of microchips boosts unit prices and plagues volume sales, creating a boost for the second-hand market

Samsung hangs onto lead against Xiaomi whilst newcomers Realme, Vivo, and Opop showcase ambitious plans

Smartphones continue to see growth with 5G overtaking 4G

PROSPECTS AND OPPORTUNITIES

Feature phone will continue downward trend but will not disappear

Under continued economic difficulties, second-hand business is set to thrive

Microchip shortage to continue as premium smartphones see greatest traction

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 89 Sales of Mobile Phones by Category: Value 2017-2022
 Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022
 Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022
 Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022
 Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022
 Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022
 Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022
 Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027
 Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027
 Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027
 Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027
 Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite bleak economy, wearable electronics sales are rising sharply thanks to focus on health and fitness
 Smartwatches see increased unit prices as consumers seek additional functionality
 Overall leader Xiaomi closes in on Apple in smart wearables; fourth-ranked Huawei slows its share decline with new launches
 PROSPECTS AND OPPORTUNITIES

Greater fitness monitoring and aesthetic designs will boost sales prospects
 LTE smartwatches gain popularity across entire consumer base
 Children's smart wearables could create strong opportunities for growth

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022
 Table 102 Sales of Wearable Electronics by Category: Value 2017-2022
 Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022
 Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022
 Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022
 Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022
 Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022
 Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027
 Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027
 Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027
 Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2022 DEVELOPMENTS

TWS earbuds continues to gain momentum as average unit prices drop
 Wireless headbands to continue growing thanks to the popularity of gaming
 Apple continues to lead TWS earbuds despite other players releasing cheaper alternatives
 PROSPECTS AND OPPORTUNITIES

TWS earbuds to drive robust growth in headphones whilst wireless earphones continue to see falling sales
 Influx of new wireless models to continue; GN Store Nord set to acquire SteelSeries
 E-commerce will continue to play an important role in headphones

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022
 Table 113 Sales of Headphones by Category: Value 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022
Table 115 Sales of Headphones by Category: % Value Growth 2017-2022
Table 116 NBO Company Shares of Headphones: % Volume 2018-2022
Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022
Table 118 Distribution of Headphones by Channel: % Volume 2017-2022
Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027
Table 120 Forecast Sales of Headphones by Category: Value 2022-2027
Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027
Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Consumer Electronics in the Czech Republic

Market Direction | 2022-09-05 | 88 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com