

Consumer Electronics in Greece

Market Direction | 2023-07-26 | 79 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

The picture is expected to be bleak for consumer electronics in 2023, with overall volume sales expected to fall. Continuing economic uncertainty as a result of Russia's invasion of Ukraine, the significant rise in inflation and tightening monetary policy is expected to dampen volume growth. In particular, inflation is expected to still be an issue, though its growth is expected to ease.

Euromonitor International's Consumer Electronics in Greece 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, 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Consumer Electronics in Greece
Euromonitor International
July 2023

List Of Contents And Tables

CONSUMER ELECTRONICS IN GREECE

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023
Table 2 Sales of Consumer Electronics by Category: Value 2018-2023
Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 10 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 11 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dramatic double-digit volume decline in 2023
Hewlett-Packard dominates, thanks to its major presence in laptops
Value-added trend in printers and monitors

PROSPECTS AND OPPORTUNITIES

Bleak outlook over the forecast period
The penetration of second hand products is set to increase
Smartphones with larger screens also dampen volume sales

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023
Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023
Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023
Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023
Table 16 Sales of Computers by Category: Business Volume 2018-2023
Table 17 Sales of Computers by Category: Business Value MSP 2018-2023
Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 □LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 □Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 □Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 □Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 □Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 □Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 □Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 □Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in car sales hinders growth

Degree of trading down

Increasing trade in second-hand products dampens volume sales

PROSPECTS AND OPPORTUNITIES

Mixed picture for in-car entertainment over forecast period

In-car speakers register volume decline

Lowering car ownership dampens volume sales

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 □Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 □Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Several factors lead to fall in volume sales

Wired speakers suffer from increasing popularity of wireless alternatives

Shift to music streaming reshapes home audio

PROSPECTS AND OPPORTUNITIES

Projected volume declines

Soundbars correlate with TV sales

Vinyl ray of sunshine among overall decline

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
 Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
 Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
 Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
 Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
 Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
 Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
 Table 51 □Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
 Table 52 □Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume decline in 2023

LG and Samsung continue to lead

OLED drives sales growth

PROSPECTS AND OPPORTUNITIES

Mini-LED TVs emerging trend over forecast period

OLED TVs drive growth over forecast period

Connectivity a must-have in televisions

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023
 Table 54 Sales of Home Video by Category: Value 2018-2023
 Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023
 Table 56 Sales of Home Video by Category: % Value Growth 2018-2023
 Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
 Table 58 NBO Company Shares of Home Video: % Volume 2019-2023
 Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023
 Table 60 Distribution of Home Video by Channel: % Volume 2018-2023
 Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028
 Table 62 □Forecast Sales of Home Video by Category: Value 2023-2028
 Table 63 □Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
 Table 64 □Forecast Sales of Home Video by Category: % Value Growth 2023-2028
 Table 65 □Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further volume decline for imaging devices in 2023

Action cameras still in demand

Higher specifications leads to value sales increase

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period

Unit price increases

E-commerce accounts for significant value sales

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023
 Table 67 Sales of Imaging Devices by Category: Value 2018-2023
 Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023
Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023
Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028
Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028
Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium wireless speakers driving value growth
JBL and Sony best performers in wireless speakers
Further volume decline for e-readers and portable media players

PROSPECTS AND OPPORTUNITIES

Healthy volume growth for wireless speakers
Media streaming set to gather pace
Further innovation in wireless speakers

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023
Table 78 Sales of Portable Players by Category: Value 2018-2023
Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023
Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023
Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023
Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028
Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Constant value increase despite volume decline
Competitive landscape becoming more consolidated
Significant trade in second-hand phones

PROSPECTS AND OPPORTUNITIES

Muted volume growth for smartphones over forecast period
Trade in second-hand phones continues to grow
Premium smartphone models drive growth

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023
Table 89 Sales of Mobile Phones by Category: Value 2018-2023
Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023
Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023
Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smart wearables register volume growth

Shift in competitive landscape as Honor brand withdrawn

E-commerce important channel for distribution

PROSPECTS AND OPPORTUNITIES

Ongoing shift towards smart wearables

Wellbeing and convenience remains key drivers of value sales

Replacement cycle of wearables set to lengthen

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN GREECE

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds drives overall volume growth in headphones

Premiumisation trend within TWS earbuds

Wireless headbands and earphones see significant losses

PROSPECTS AND OPPORTUNITIES

TWS earbuds continue driving growth

Wireless earphones see further decline

Performance of smartphones influences that of headphones

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Consumer Electronics in Greece

Market Direction | 2023-07-26 | 79 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="2026-02-11"/>
		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