

## **Consumer Electronics in Spain**

Market Direction | 2023-07-25 | 91 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Consumer electronics experienced an overall decline in retail volume sales in 2022 with this pattern continuing in 2023 across nearly all categories. The economic downturn in 2022 alongside high inflation and rising energy prices continues to have an impact on consumer purchasing power and confidence in 2023. In addition to these pressures, some categories continued to be negative impacted by the market adjustment after the strong growth seen during 2020 in response to the outbreak of COVID-19.

Euromonitor International's Consumer Electronics in Spain 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Consumer Electronics in Spain  
Euromonitor International  
July 2023

List Of Contents And Tables

### **CONSUMER ELECTRONICS IN SPAIN**

#### **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 SPAIN**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Another difficult year for computers and peripherals as pandemic highs fade and consumer confidence dips  
Sales of desktops continue to decline but gaming offers some hope for sales  
Brighter prospects on the horizon for monitors thanks to gaming and the switch to more flexible working arrangements

#### **PROSPECTS AND OPPORTUNITIES**

Tablets on a downward spiral as the relevance packaged food these products comes into question  
E-commerce and renting will continue growing in popularity  
Renting of computers continue growing in popularity along with refurbished equipment

#### **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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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  
 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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Smartphones continue to cannibalise sales of in-car entertainment  
 Competitive landscape and distribution landscape remain stable  
 Vehicle stock shrinks while brands focus on adding value to a category in decline

#### PROSPECTS AND OPPORTUNITIES

Young adults losing interest in owning a car  
 In-car entertainment becoming a thing of the past  
 Scrappage scheme for older cars could negatively impact demand for in-car entertainment

### 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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Appeal of soundbars not enough to save the category from registering a further decline in sales  
 Competitive landscape remains stable while e-commerce continues to win ground  
 Brands continue adding value by launching increasingly sophisticated products, while revival of vinyl offers new opportunities for exploration

#### PROSPECTS AND OPPORTUNITIES

Focus is likely to shift to adding value as volume sales dry up  
 Wireless and smart speakers will continue attracting more consumers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Premiumisation could help to support retail value growth

#### 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

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 SPAIN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Premium televisions and bigger screens increase in popularity

BD and DVD players falling out of use as video streaming takes over

New EU regulation could impact some energy hungry televisions

##### PROSPECTS AND OPPORTUNITIES

Innovation will be key in remaining competitive in televisions

Retail chains will continue focusing on e-commerce

OLED technology will continue pushing the growth of the category but LCD will retain the lead due to more affordable prices

#### 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 SPAIN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Digital cameras experience a renaissance among younger consumers

Digital camcorders decline but sales opportunities remain among specialist groups

Established brands continue to dominate the category

##### PROSPECTS AND OPPORTUNITIES

The growth in digital cameras is not expected to be sustainable in the future

E-commerce will continue growing in the forecasted period

Sports and adventure enthusiasts and content creators could help to sustain a niche market for digital camcorders

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

## 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

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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-readers declining in popularity

Portable media players on the way out

Wireless speakers on the rise due to functionality, flexibility and a wide range of product options

### PROSPECTS AND OPPORTUNITIES

Portable media players expected to disappear from the market

Wireless speakers will remain key to growth as other products struggle to maintain demand

E-commerce is expected to take a stronger share of sales over the forecast period

## 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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High inflation takes its toll on sales of mobile phones

Premium smartphones retain appeal as more models hit the market

Second-hand and refurbished smartphones increased in popularity

### PROSPECTS AND OPPORTUNITIES

Feature phones losing their audience

Rental and subscription services are expected to continue growing

Android will remain the leading operating system for smartphones in Spain

## CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones 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 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  
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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Smart wearables are increasing in popularity to the detriment of more basic activity wearables

Increasing popularity and premiumisation of activity watch (analogue) devices

Innovation is key as players fight for share in wearable electronics

### PROSPECTS AND OPPORTUNITIES

E-commerce set to become the dominant distribution channel for wearable electronics over the forecast period

Smart wearables will continue gaining terrain to activity wearables

5G will support the expansion and improvement of wearables technology

### 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 SPAIN

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apple remains the leader but alternative and mass brands gain ground as TWS earbuds attract a growing audience

Wireless headbands focusing on the premium segment

E-commerce building a stronger share in headphones thanks to a wider offer and competitive prices

### PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to cannibalise sales of wireless earphones

Wireless headbands will continue growing in the premium segment

Smaller and alternative players are expected to enter TWS earbuds but Apple will likely retain the lead

### 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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  
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 Spain

Market Direction | 2023-07-25 | 91 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="2025-05-04"/>
		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