

Consumer Electronics in Western Europe

Global Strategy | 2024-10-01 | 52 pages | Euromonitor

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Report description:

After a difficult couple of years, with high inflation eating into households' disposable incomes, the consumer electronics performance improved in Western Europe in 2024, but was still only stagnating in unit volume terms. However, a return to positive growth is expected from 2025, with gradually improving year-on-year performances forecast thereafter. Smart wearables, TWS earbuds and OLED TVs will continue to be among the most dynamic categories in the coming years.

Euromonitor International's Consumer Electronics in Western Europe global briefing offers insight on emerging geographies, key growth categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, and offers strategic analysis of key factors influencing the market? be it new product developments, economic/lifestyle influences, distribution or pricing issues. From the latest innovations such as Smartphones, Ultrabooks and OLED TVs to existing technologies such as Laptops, Home Audio and Cinema Systems and In-Car Entertainment, Euromonitor International offers a consistent yet incisive snapshot of the Consumer Electronics industry. Forecasts illustrate how the market is set to change and the criteria for success over the next five years.

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

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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.

Table of Contents:

- Introduction
- Regional overview
- Leading companies and brands
- Forecast projections
- Country snapshots

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