



Home Audio and Cinema in Spain

July 2023

Table of Contents

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

Premiumisation could help to support retail value growth

CATEGORY DATA

Table 1 - Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 2 - Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Consumer Electronics in Spain - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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