



Consumer Electronics in Greece

July 2023

Table of Contents

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

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
- 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

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 66 - Sales of Headphones by Category: Volume 2018-2023
Table 67 - Sales of Headphones by Category: Value 2018-2023

- Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023
- Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023
- Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
- Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
- Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
- Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
- Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 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 77 - Sales of Imaging Devices by Category: Volume 2018-2023
- Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
- Table 87 - Forecast Sales of Imaging Devices 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
- 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

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 101 - Sales of Portable Players by Category: Volume 2018-2023
- Table 102 - Sales of Portable Players by Category: Value 2018-2023
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 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 112 - Sales of Wearable Electronics by Category: Volume 2018-2023
Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-greece/report.