

Consumer Electronics in Hungary

July 2023

Table of Contents

Consumer Electronics in Hungary

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maturity and sales during pandemic dampen demand for computers in 2023

Working from home and gaming benefit monitors

Environmental impact, high operating costs and people printing less impact printers

PROSPECTS AND OPPORTUNITIES

Waning demand due to unfavourable economic conditions and rising prices

Gamers purchase multiple and high-end devices to enhance their playing experience

Heat-free technology expected

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- In-car entertainment impacted by fewer new car sales
- In-dash media players fare best
- Free navigation apps continue to hamper sales of in-car navigation systems

PROSPECTS AND OPPORTUNITIES

- Negative outlook over the forecast period
- Desire for high-quality sound set to benefit in-car speakers
- High prices impact in-dash media players

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales impacted by rising demand for compact audio alternatives
- Obsolete other home audio and cinema products
- Retail e-commerce benefits from convenience and favourable pricing

PROSPECTS AND OPPORTUNITIES

- Home audio and cinema will fail to attract consumers
- “Non-essential” hi-fi systems and home cinema and speaker systems
- Innovation set to benefit speakers

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for OLED TVs; however, more affordable LCD TVs remain more popular
 BD and DVD players impacted by streaming services
 LG Electronics leads despite losing share to Samsung in OLED TVs

PROSPECTS AND OPPORTUNITIES

Strong growth for OLED TVs, which offer a superior viewing experience; however, LCD TVs will continue to appeal to price-sensitive consumers
 Smart TV solutions for visually and hearing impaired consumers
 Streaming services kill video players

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for wireless headbands wanes with the end of home seclusion
 Consumers continue to prefer TWS earbuds
 Apple continues to lead, but landscape becomes more fragmented

PROSPECTS AND OPPORTUNITIES

Muted volume growth over the forecast period
 Slowed growth for TWS earbuds as the category matures
 Mass to outperform premium as consumers remain price-sensitive

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Smartphones meet the imaging device needs of many households
- Rising interest in MILCs
- Canon leads, offering a comprehensive product range across all price points

PROSPECTS AND OPPORTUNITIES

- High-quality cameras on smartphones will continue to dampen demand
- Digital camcorders impacted by high prices and limited use
- Innovation in digital cameras

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Rising prices and maturity impact smartphones in 2023
- Xiaomi takes share from leader Samsung thanks to innovation
- Oppo performs strongly and gains share

PROSPECTS AND OPPORTUNITIES

- Economic slowdown set to impact smartphones
- Xiaomi's 'Own My Voice' project: an important leap forward
- Smaller smartphones increasingly popular

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Continued volume decline for portable media players and e-readers
- Wireless speakers benefit from their portability and affordability in 2023
- Harman continues to lose volume share

PROSPECTS AND OPPORTUNITIES

- Portable media players and e-readers set to continue their downward trajectory
- Innovation drives growth for wireless speakers
- Other non-grocery retailers set to gain share

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 Hungary

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Health-tracking functions and innovative designs boost demand for activity watches (analogue)
- Style and convenience increasingly important
- Leading brands retain loyal consumer base

PROSPECTS AND OPPORTUNITIES

- Rising interest in sports and innovation will drive growth
- Further innovation in smartwatches over the forecast period
- Smart wearables will detect asymptomatic arrhythmias more effectively

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-hungary/report.