

# Consumer Electronics in Denmark

July 2024

Table of Contents

## Consumer Electronics in Denmark

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Computers and Peripherals in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume stabilisation amidst economic caution

Household preference for portable devices

Impact of inflation on retail prices

### PROSPECTS AND OPPORTUNITIES

Challenging economic outlook

Shifting demand from tablets to Chromebooks

Demand for seamless connectivity

### CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 16 - Sales of Computers by Category: Business Volume 2019-2024

Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## In-Car Entertainment in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Continued decline in volume sales
- Smartphone substitution impact
- Shift in car ownership perceptions

#### PROSPECTS AND OPPORTUNITIES

- Ongoing decline in volume sales
- Decline in in-car navigation volumes
- Negative outlook for in-dash media players

#### CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

## Home Audio and Cinema in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Ongoing volume decreases
- Preference for wireless speakers
- Rising retail price points

#### PROSPECTS AND OPPORTUNITIES

- Weak economic outlook
- Technological substitution
- Affordable luxury in home entertainment

#### CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

## Home Video in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Volume growth driven by improved household sentiment and sporting events
- Preference for larger screen sizes
- Demand for tailored electronics

#### PROSPECTS AND OPPORTUNITIES

- Muted outlook due to economic uncertainty and cost-of-living pressures
- Value hacking in response to financial pressures
- Segmentation and niche development to drive growth

#### CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2019-2024
- Table 54 - Sales of Home Video by Category: Value 2019-2024
- Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

## Headphones in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Volume sales decline due to cost-of-living pressures
- Shift to wireless
- Niche development

#### PROSPECTS AND OPPORTUNITIES

- Growth outlook
- Affordable indulgence
- TWS earbuds to gain momentum

#### CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2019-2024
- Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024

Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024

Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024

Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024

Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024

Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029

Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029

Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029

Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

## Imaging Devices in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Higher retail price points for digital cameras

Smartphone substitution

Persistence of analogue cameras

#### PROSPECTS AND OPPORTUNITIES

Continued decline in volumes

Sustained higher retail price points

Post-COVID-19 shift in spending priorities

#### CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024

Table 78 - Sales of Imaging Devices by Category: Value 2019-2024

Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024

Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024

Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024

Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024

Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024

Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029

Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029

Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

## Mobile Phones in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Flat to decreasing volumes

Recycling initiatives

Growth for OnePlus

#### PROSPECTS AND OPPORTUNITIES

Volume to fall

Unit price growth

Sustainability set to become of increasing importance

#### CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024

Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

## Portable Players in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Volume decreases driven by multifunctionality preference
- Decline in wireless speaker sales reflecting market maturity
- Design integration and space-saving preferences

#### PROSPECTS AND OPPORTUNITIES

- Decreasing volume outlook for portable players
- Ongoing decline in e-reader sales
- Future trends in wireless speakers

#### CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2019-2024
- Table 102 - Sales of Portable Players by Category: Value 2019-2024
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
- Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
- Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
- Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
- Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Wearable Electronics in Denmark

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Volume shift to smart wearables
- Growing health consciousness boosts demand for wearable electronics
- Heightened focus on design

#### PROSPECTS AND OPPORTUNITIES

- Smart wearables to grow
- Greater affordability and functionality to lead shift to smart wearables
- Volumes for activity bands to fall

#### CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024  
Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024  
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024  
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024  
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024  
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024  
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024  
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029  
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029  
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029  
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

## 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-denmark/report](http://www.euromonitor.com/consumer-electronics-in-denmark/report).