



Home Video in Norway

August 2023

Table of Contents

Home Video in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home video enjoys a positive performance thanks to demand for televisions

Niche focus on larger screen sizes in televisions

Retail price points set to remain high, due to inflationary pressures and trends for larger screen TVs

PROSPECTS AND OPPORTUNITIES

Volume sales expected to normalise to a positive pattern over the forecast period

Samsung set to maintain its lead over the forecast period

Growth for OLED expected over the coming years

CATEGORY DATA

Table 1 - Sales of Home Video by Category: Volume 2018-2023

Table 2 - Sales of Home Video by Category: Value 2018-2023

Table 3 - Sales of Home Video by Category: % Volume Growth 2018-2023

Table 4 - Sales of Home Video by Category: % Value Growth 2018-2023

Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 6 - NBO Company Shares of Home Video: % Volume 2019-2023

Table 7 - LBN Brand Shares of Home Video: % Volume 2020-2023

Table 8 - Distribution of Home Video by Channel: % Volume 2018-2023

Table 9 - Forecast Sales of Home Video by Category: Volume 2023-2028

Table 10 - Forecast Sales of Home Video by Category: Value 2023-2028

Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Consumer Electronics in Norway - 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 14 - Sales of Consumer Electronics by Category: Volume 2018-2023

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

Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

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

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

Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

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