

# Home Video in Germany

October 2023

Table of Contents

## Home Video in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Weakening sales due to high saturation and economic uncertainty  
OLED TVs sees growth in home video  
LCD TVs fragmenting, as technological advantage of leaders being lost

#### PROSPECTS AND OPPORTUNITIES

Quality will prevail in home video  
Driving innovation in home video via high-resolution formats  
Streaming services and mobile devices will be two key trends shaping home video

#### 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 Germany - 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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