

# Home Video in France

July 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Organic slowdown in sales continues, as inflationary pressures on budgets accentuate the declines

OLED TVs continue to show promise – despite budget pressures

Durable products become a must-have and longer replacement cycles pose challenges for volume sales

#### PROSPECTS AND OPPORTUNITIES

No further notable developments in televisions expected at this time

E-commerce and omnichannel offerings set to remain popular

Video and DVD players continue to decline, as streaming becomes the norm and online movie sales cannibalise physical formats

#### 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 France - 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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