



Portable Players in the Netherlands

July 2023

Table of Contents

Portable Players in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players registers a slight increase in volume sales in 2023
Wireless speakers enjoys growth as consumers look for convenience
Online sales decline in 2023 as consumers visit physical stores again

PROSPECTS AND OPPORTUNITIES

Portable players volume growth will be driven by the expansion of wireless speakers
Display based wireless speakers likely to continue to drive growth
Multi-channel approach is likely to win terrain in consumer electronics

CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2018-2023
Table 2 - Sales of Portable Players by Category: Value 2018-2023
Table 3 - Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 4 - Sales of Portable Players by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Portable Players: % Volume 2019-2023
Table 6 - LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 7 - Distribution of Portable Players by Channel: % Volume 2018-2023
Table 8 - Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 9 - Forecast Sales of Portable Players by Category: Value 2023-2028
Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Consumer Electronics in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Apple Computer Benelux BV retains its leading share in consumer electronics
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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