



Euromonitor
International

Consumer Electronics in Germany

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Table of Contents

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Computers and peripherals continues to decline in 2024

Monitors is the only category to see growth, due to the gaming trend, and desktops sees the worst performance, due to preference for laptops

Consumers gravitate towards appliances and electronics specialists to buy their computers and peripherals

PROSPECTS AND OPPORTUNITIES

Renewal cycle and substitutions set to increase sales of laptops, while desktops and monitors will decrease in the forecast period

Digital transformation will lead to decreasing sales, and sustainability concerns will drive innovations in printers

Sales of tablets might be affected by the “Digitalpakt” policy of the German government

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 Germany](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment declines due to substitution with alternatives
TomTom and Garmin are leaving the market
Appliances and electronics specialists remains the key retail channel

PROSPECTS AND OPPORTUNITIES

In-car entertainment likely to become a niche category
Bicycles a possible alternative to generate sales for navigation devices
VR has the potential to revive in-car entertainment in the long term

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 Germany](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home audio and cinema declines, due to substitution by alternative products
Home audio and cinema experiences consolidation
Appliances and electronics specialists remains the most important distribution channel, with retail e-commerce growing

PROSPECTS AND OPPORTUNITIES

Substitution by wireless speakers likely to continue in the forecast period
Value could be generated by focusing on niche consumer groups
Smart home might open up doors for home audio and cinema

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home video sees a marginal increase in 2024 due to sports events
LCD TVs are being replaced by OLED TVs
Televisions are still predominantly purchased in stores

PROSPECTS AND OPPORTUNITIES

Sales of televisions set to decline again after the boom
Gaming trend also set to impact televisions
Video players are slowly approaching their end

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of headphones increase, driven by the premium segment
Apple's AirPods continue to dominate TWS earbuds in the German market
Appliances and electronics specialists remains the dominant retail channel

PROSPECTS AND OPPORTUNITIES

Innovations in TWS earbuds in terms of gesture recognition and others
Open-ear headphones expected to continue their growth in the forecast period
Fairbuds has the potential to completely change the headphones category

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales of imaging devices due to substitution by smartphone cameras

Mirrorless cameras and cameras integrating camcorder features drive the competitive landscape

Retail e-commerce sees slow growth, but specialist stores remain the main provider of imaging devices

PROSPECTS AND OPPORTUNITIES

Trend towards authentic “imperfect” photos could be a gamechanger in the future sales of digital cameras

Object recognition and artificial intelligence areas likely to drive innovation

Canon and Sony expected to win share due to mirrorless cameras and global shutter innovation respectively

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for mobile phones due to reaching the end of the replacement cycle

Ranking remains unchanged, although Apple gains share on Samsung

Appliances and electronics specialists remains the main channel for smartphones, but retail e-commerce is growing

PROSPECTS AND OPPORTUNITIES

AI features and sustainability trend might influence smartphones in the forecast period

Germans value longevity and reliability in smartphones

Potential emergence of a reverse trend for feature phones

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Portable players sees growth due to popularity of wireless speakers and innovation of coloured e-readers
 Boom in e-readers due to innovation of coloured e-readers
 Appliances and electronics specialists remains the main channel for portable players, due to need for informed purchases and in-person testing

PROSPECTS AND OPPORTUNITIES

Google expected to overtake Amazon in wireless speakers, after years of continuous growth
 Another boom in e-readers expected with the launch of coloured edition of Amazon's Kindle
 Portable multimedia players expected to become obsolete

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 Germany

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wearable electronics continues its overall growth path
 Garmin's growth and Fossil's exit from the market shape the competitive landscape
 Wearable electronics are mainly purchased online

PROSPECTS AND OPPORTUNITIES

Wearable electronics expected to turn to volume decline
 Company developments expected to affect competitive dynamics
 Health features could drive the popularity of smart wearables in Germany

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

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