



Home Audio and Cinema in Portugal

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of smartphone and wireless speaker combination hampers sales of audio separates in 2024

Sony retains the lead ahead of LG Electronics thanks to a solid reputation

Enhanced quality of TV sound affects home audio sales

PROSPECTS AND OPPORTUNITIES

Volume declines expected across the category during the forecast period

Sound bars will continue to expand, thanks to the popularity of streaming services and sustained innovation

E-commerce is expected to gain further ground as physical retailers narrow their focus to bestselling models

CATEGORY DATA

Table 1 - Sales of Home Audio and Cinema by Category: Volume 2019-2024

Table 2 - Sales of Home Audio and Cinema by Category: Value 2019-2024

Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024

Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024

Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024

Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024

Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029

Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029

Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Consumer Electronics in Portugal - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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