

Consumer Electronics in Norway

July 2024

Table of Contents

Consumer Electronics in Norway

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 2019-2024Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024Table 7 - Distribution of Consumer Electronics by Category: Volume 2019-2024Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest volume growth in 2024 Value growth higher than volume growth Tablets under pressure

PROSPECTS AND OPPORTUNITIES

Fall in volume sales over forecast period Gaming shifts away from desktops Sustainability concerns increasingly impact purchase decisions

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024Table 16 - Sales of Computers by Category: Business Volume 2019-2024Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024Table 21 - LBN Brand Shares of Computers and Peripherals by Channel: % Volume 2019-2024Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

- 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 Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing obsolescence dampens volume sales Lack of innovation drives down growth Retail prices still rising, though less so

PROSPECTS AND OPPORTUNITIES

Further volume decline Focus on other transport options further drives down volume sales Smartphones continue to threaten

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

Home Audio and Cinema in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volume sales in 2024 Changing demographics and interior design trends further dampen volume sales Soundbars bright spark amidst decline

PROSPECTS AND OPPORTUNITIES

Further decline over forecast period Increasing obsolescence Vinyl ray of sunshine among overall decline

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 Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Major 2024 sporting events boost volume sales Further segmentation boosts value sales Larger screen sizes continue to drive volume sales

PROSPECTS AND OPPORTUNITIES

Retail volumes set to fall Growth for OLED expected over coming years Increasing competition could threaten Samsung

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 Category: Volume 2019-2024 Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029 Table 62 - Forecast Sales of Home Video by Category: Volume 2024-2029 Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029 Table 64 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029 Table 65 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029 Table 65 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029

Headphones in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall volume decline for headphones in 2024 Competitive landscape increasingly fragmented Sustainability gains prominence

PROSPECTS AND OPPORTUNITIES

TWS earbuds return to growth over forecast period Value growth likely to be affected by slowdown in price increases Performance of smartphones influences that of headphones

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2019-2024Table 67 - Sales of Headphones by Category: Value 2019-2024

Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing volume decline in 2024 Unit prices increase Revival of analogue competes with digital

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period Manufacturers focus on professional and semi-professional offerings Potential for growth of refurbished imaging devices

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024Table 78 - Sales of Imaging Devices by Category: Value 2019-2024Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024Table 83 - Distribution of Imaging Devices by Category: Volume 2019-2024Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029Table 85 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029Table 87 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029

Mobile Phones in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales flat in 2024 Continuing evolution of smartphones Increasing demand for refurbished phones

PROSPECTS AND OPPORTUNITIES

Bleak outlook over forecast period Players look to drive value growth through innovation More focus on sustainability/repairability

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024Table 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 Category: 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: % Volume Growth 2024-2029
Table 99 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 99 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
Table 90 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029

Portable Players in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Significant decrease in volume sales in 2024, with wireless speakers faring best E-readers face competition from other ways of reading Launch of portable party speakers

PROSPECTS AND OPPORTUNITIES

Further volume decline in wireless speakers E-readers sees further innovation Brick-and mortar holding on to volume share

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2019-2024Table 102 - Sales of Portable Players by Category: Value 2019-2024Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024Table 107 - Distribution of Portable Players by Category: Volume 2019-2024Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in volumes sales for activity wearables Further innovation in smart wearables Greater focus on health and wellbeing supports volume sales

PROSPECTS AND OPPORTUNITIES

Bright outlook for smart wearables Further segmentation widens consumer base Increasing competition over forecast period

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 Category: 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: % Volume Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-norway/report.