



Euromonitor  
International

# Consumer Electronics in the Netherlands

July 2024

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laptops fare best  
Price increases abating  
Monitors showing signs of recovery – driven by range of factors

PROSPECTS AND OPPORTUNITIES

Muted performance over forecast period  
High performance tablets likely to drive value growth  
AI likely to drive sales of higher performance computers

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 the Netherlands](#)

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Further volume decline in 2024  
Lack of innovation drives down growth  
Players pull out and shift focus to other electronics

### PROSPECTS AND OPPORTUNITIES

Further volume decline expected  
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 2019-2024  
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 the Netherlands](#)

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Volume growth continues downward trend  
Growth in interest in refurbished and second-hand offerings dampen growth  
Physical retail winning back volume share

### PROSPECTS AND OPPORTUNITIES

Further decline over forecast period  
Only growth area to be high-end audio  
Focus on premiumisation to continue

### 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 the Netherlands

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Dramatic growth for OLED TVs  
LG continues to lead in TVs, thanks to strength in OLEDs  
Refurbished TVs remain niche

#### PROSPECTS AND OPPORTUNITIES

Volume growth recovers  
Household demographics boost growth  
Threats to growth remain

#### 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 the Netherlands

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Moderate volume growth, driven by TWS earbuds  
Sustainability gains prominence  
Premiumisation drives value growth

#### PROSPECTS AND OPPORTUNITIES

Moderate growth, as boom is over  
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 2019-2024  
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 the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Double-digit volume decline in 2024
- Mix of convenience and quality drives growth
- Unit prices increase

PROSPECTS AND OPPORTUNITIES

- Further decline over forecast period
- Manufacturers focus on professional and semi-professional offerings
- Demand for refurbished models grow

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 the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

- New features launched, but struggle to drive growth
- Price increases limited in 2024
- Apple holds on to top spot

PROSPECTS AND OPPORTUNITIES

- New form factors likely to drive growth
- Smartphone unit price driven by demand for more processing power
- More focus on sustainability/repairability

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 the Netherlands

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers see further volume growth  
New product launches drive growth in wireless Bluetooth speakers  
E-readers face competition from other ways of reading

#### PROSPECTS AND OPPORTUNITIES

Increasing integration of wireless speakers with AI and smart home technology  
E-readers sees further innovation  
Brick-and mortar winning back value share

#### 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 the Netherlands

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wearable electronics driven by smart wearables  
Apple knocks Fitbit off top spot  
Brick-and-mortar outlets winning back volume share

#### PROSPECTS AND OPPORTUNITIES

Rosely outlook over forecast period  
Innovation in terms of form factor  
Further consolidation expected, with possible innovation role for smaller companies

#### 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

## 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-the-netherlands/report](https://www.euromonitor.com/consumer-electronics-in-the-netherlands/report).