



Euromonitor
International

Home Video in Germany

August 2024

Table of Contents

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 1 - Sales of Home Video by Category: Volume 2019-2024
- Table 2 - Sales of Home Video by Category: Value 2019-2024
- Table 3 - Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Home Video by Category: % Value Growth 2019-2024
- Table 5 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 6 - NBO Company Shares of Home Video: % Volume 2020-2024
- Table 7 - LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 8 - Distribution of Home Video by Channel: % Volume 2019-2024
- Table 9 - Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Home Video by Category: Value 2024-2029
- Table 11 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 13 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Consumer Electronics in Germany - 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 14 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 16 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 17 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 18 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 19 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 20 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 21 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 23 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

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/home-video-in-germany/report.