



**Euromonitor
International**

Consumer Electronics in Western Europe

October 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Portable consumer electronics the dominant category

Western Europe third for both sales and per capita consumption among the regions

After the recent up and downs, improving performances expected in the coming years

Turkey outperforming the rest of the region in 2019-2024

In-car entertainment continues on its inexorable downward slide

TWS earbuds add the most actual new sales in consumer electronics over 2019-2024

TVs, wearable electronics and headphones driving growth in the UK in 2024

French performance improves, but sales still remain in decline in 2024

Retail e-commerce and appliances and electronics specialists dominate distribution

Omnichannel approach increasingly important for retailers

LEADING COMPANIES AND BRANDS

Market consolidation being seen in most countries across the region

Apple threatening Samsung's top spot in Western European consumer electronics

Leading players all have a widespread regional presence in Western Europe

Leading brand Samsung using AI in both TVs and smartphones

FORECAST PROJECTIONS

The UK, Turkey and Spain will drive consumer electronics growth over the forecast period

AI expected to become an increasing focus in the UK consumer electronics market

More strong growth expected for the Turkish consumer electronics market

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

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-western-europe/report.