

In-Car Entertainment in Norway

August 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car navigation struggles to find sales, due to rise of in-built systems and competition from smartphones

In-dash media players are seeing a similar fate, cannibalised by the rise of smartphones

Inflated unit prices place additional downwards pressure on sales

PROSPECTS AND OPPORTUNITIES

The future looks gloomy for in-car navigation and entertainment devices

Rise of electric car fleets adds further complications and challenges for an “outdated” category

Weak economic climate adds further associated issues to the gloomy news

CATEGORY DATA

Table 1 - Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 2 - Sales of In-Car Entertainment by Category: Value 2018-2023

Table 3 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 4 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 6 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 7 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 9 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 10 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Consumer Electronics in Norway - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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