



Euromonitor
International

Home Audio and Cinema in Germany

March 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Substitution by other multifunctional products leads to decline across categories, with home audio a category driven by niches

Consumers rely on established brands which understand consumers' needs and optimise their products accordingly

Appliances and electronics specialists are indispensable for testing audio products, but sales increasingly take place online

PROSPECTS AND OPPORTUNITIES

Multifunctionality and space-saving trends set to negatively affect home audio and cinema

Sustainability will play an increasingly important role as DPP is introduced

Smart home might open up doors for home audio and cinema

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