



Euromonitor
International

Consumer Electronics in Ukraine

August 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 2 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Product mobility comes into sharp focus

Lenovo leads as cost-consciousness drives demand

E-commerce goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Laptops and tablets to drive future growth

Tech and design development impact innovation

Eco concerns prompt greater investment in sustainability and efficiency

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 13 - Sales of Computers and Peripherals by Category: Value 2020-2025

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 16 - Sales of Computers by Category: Business Volume 2020-2025

Table 17 - Sales of Computers by Category: Business Value MSP 2020-2025

Table 18 - Sales of Computers by Category: Business Volume Growth 2020-2025

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2025-2030
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

In-Car Entertainment in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Persistent decline seen in 2025
 Pioneer and as clear leader
 E-commerce is taking over distribution

PROSPECTS AND OPPORTUNITIES

Decline to deepen in early forecast period, before rising once again
 Seamlessness as key to progress
 Connected retrofit options likely to become more prevalent

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2020-2025
 Table 32 - Sales of In-Car Entertainment by Category: Value 2020-2025
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2020-2025
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2020-2025
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2021-2025
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2022-2025
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2020-2025
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2025-2030
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2025-2030
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2025-2030
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2025-2030

Home Audio and Cinema in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Battery-powered solutions come to the fore
 Established brands dominate the landscape
 E-commerce leads distribution

PROSPECTS AND OPPORTUNITIES

Product resilience as key concern
 Demand centres on smart, strong and portable options
 Innovation driven by versatility, survival and smart adaptation

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2020-2025
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2020-2025
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2020-2025
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2021-2025

Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2022-2025

Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2021-2025

Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2025-2030

Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2025-2030

Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2025-2030

Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2025-2030

Home Video in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers shift towards affordable smart TVs

Established brands maintain stronghold as Chinese players rise

Rising importance of omnichannel retailers

PROSPECTS AND OPPORTUNITIES

Consumers will continue seeking reliability and value

Smart TV integration and AI enhancements

Innovation in energy resilience

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2020-2025

Table 54 - Sales of Home Video by Category: Value 2020-2025

Table 55 - Sales of Home Video by Category: % Volume Growth 2020-2025

Table 56 - Sales of Home Video by Category: % Value Growth 2020-2025

Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2020-2025

Table 58 - NBO Company Shares of Home Video: % Volume 2021-2025

Table 59 - LBN Brand Shares of Home Video: % Volume 2022-2025

Table 60 - Distribution of Home Video by Channel: % Volume 2020-2025

Table 61 - Forecast Sales of Home Video by Category: Volume 2025-2030

Table 62 - Forecast Sales of Home Video by Category: Value 2025-2030

Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2025-2030

Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2025-2030

Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2025-2030

Wireless Headphones in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rapid adoption of low-cost TWS earbuds

Competition grows across all price segments

E-commerce maintains its key role in distribution

PROSPECTS AND OPPORTUNITIES

Mass-market growth and niche diversification

TWS earbuds to enjoy increased innovation

Wireless earbuds race ahead with budget upgrades, sport tracking and premium ecosystem perks

CATEGORY DATA

Table 66 - Sales of Wireless Headphones by Category: Volume 2020-2025

Table 67 - Sales of Wireless Headphones by Category: Value 2020-2025

Table 68 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
Table 69 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
Table 70 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
Table 71 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
Table 72 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
Table 73 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
Table 74 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
Table 75 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
Table 76 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Imaging Devices in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dual-use demand boosts action and vlogging cameras
Canon leads amid intensifying competition
E-commerce accounts for most sales of imaging devices in Ukraine

PROSPECTS AND OPPORTUNITIES

War-driven shifts anticipated as sales set to rise further
Imaging devices benefits from expanding functionality
Increased focus on functionality, resilience and ease of field use

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2020-2025
Table 78 - Sales of Imaging Devices by Category: Value 2020-2025
Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2020-2025
Table 80 - Sales of Imaging Devices by Category: % Value Growth 2020-2025
Table 81 - NBO Company Shares of Imaging Devices: % Volume 2021-2025
Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2022-2025
Table 83 - Distribution of Imaging Devices by Channel: % Volume 2020-2025
Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2025-2030
Table 85 - Forecast Sales of Imaging Devices by Category: Value 2025-2030
Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2025-2030
Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2025-2030

Mobile Phones in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

2025 sees surge in demand for budget and second-hand smartphones
Apple leads overall, with Samsung and Xiaomi remaining key players in specific segments
E-commerce sees further expansion

PROSPECTS AND OPPORTUNITIES

Consumers will remain focused on value for money
Previously premium features increasingly available in economy segment
Practical, purpose-driven and highly consumer-responsive innovation

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2020-2025
Table 89 - Sales of Mobile Phones by Category: Value 2020-2025

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2020-2025
Table 91 - Sales of Mobile Phones by Category: % Value Growth 2020-2025
Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2022-2025
Table 93 - NBO Company Shares of Mobile Phones: % Volume 2021-2025
Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2022-2025
Table 95 - Distribution of Mobile Phones by Channel: % Volume 2020-2025
Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2025-2030
Table 97 - Forecast Sales of Mobile Phones by Category: Value 2025-2030
Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2025-2030
Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2025-2030
Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2025-2030

Portable Players in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Only niche demand remains for portable players in 2025
Cheap and basic models shape the landscape
Offline retail leads distribution

PROSPECTS AND OPPORTUNITIES

Potential remains for niche products
Innovation in terms of specialised functionality
Battery efficiency remains central concern

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2020-2025
Table 102 - Sales of Portable Players by Category: Value 2020-2025
Table 103 - Sales of Portable Players by Category: % Volume Growth 2020-2025
Table 104 - Sales of Portable Players by Category: % Value Growth 2020-2025
Table 105 - NBO Company Shares of Portable Players: % Volume 2021-2025
Table 106 - LBN Brand Shares of Portable Players: % Volume 2022-2025
Table 107 - Distribution of Portable Players by Channel: % Volume 2020-2025
Table 108 - Forecast Sales of Portable Players by Category: Volume 2025-2030
Table 109 - Forecast Sales of Portable Players by Category: Value 2025-2030
Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Wearable Electronics in Ukraine

KEY DATA FINDINGS

2025 DEVELOPMENTS

Accelerated shift towards affordable smart wearables
Apple leads, while low-cost Chinese products continue to enter
E-commerce as preferred channel for wearable electronics purchases in Ukraine

PROSPECTS AND OPPORTUNITIES

Continued growth forecast for affordable feature-rich wearables
Improved display technology
Targeted innovation will focus on functionality and affordability

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2020-2025

Table 113 - Sales of Wearable Electronics by Category: Value 2020-2025

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2020-2025

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2020-2025

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2021-2025

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2022-2025

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2020-2025

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2025-2030

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2025-2030

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2025-2030

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2025-2030

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-ukraine/report.