



Euromonitor
International

Home Audio and Cinema in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

The shift to wireless connectivity drives an ongoing decline in home audio and cinema
Samsung Electronics Nordic leads through brand strength and soundbar innovation
Retail e-commerce is leading distribution, but appliances and electronics specialists remain relevant

PROSPECTS AND OPPORTUNITIES

Home audio and cinema faces a long-term decline as technological substitutes challenge sales
Innovation in soundbars will focus on enhancing home entertainment, gaming, and music experiences
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Consumer Electronics in Sweden - Industry Overview

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