

# Portable Players in the Netherlands

July 2023

**Table of Contents** 

# Portable Players in the Netherlands - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Portable players registers a slight increase in volume sales in 2023 Wireless speakers enjoys growth as consumers look for convenience Online sales decline in 2023 as consumers visit physical stores again

# PROSPECTS AND OPPORTUNITIES

Portable players volume growth will be driven by the expansion of wireless speakers Display based wireless speakers likely to continue to drive growth Multi-channel approach is likely to win terrain in consumer electronics

#### CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2018-2023
Table 2 - Sales of Portable Players by Category: Value 2018-2023
Table 3 - Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 4 - Sales of Portable Players by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Portable Players: % Volume 2019-2023
Table 6 - LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 7 - Distribution of Portable Players by Category: Volume 2018-2023
Table 8 - Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 9 - Forecast Sales of Portable Players by Category: Wolume Growth 2023-2028
Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

#### Consumer Electronics in the Netherlands - Industry Overview

#### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture 2023 key trends Apple Computer Benelux BV retains its leading share in consumer electronics 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 by Channel: % Volume 2018-2023
Table 18 - Distribution of Consumer Electronics by Category: Volume 2018-2023
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 20 - Forecast Sales of Consumer Electronics by Category: Wolume Growth 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

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# SOURCES

Summary 1 - Research Sources

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