Consumer Electronics in France

October 2022

Table of Contents

Consumer Electronics in France

EXECUTIVE SUMMARY

MARKET DATA

DISCLAIMER

SOURCES

Computers and Peripherals in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

PROSPECTS AND OPPORTUNITIES

CATEGORY DATA

In-Car Entertainment in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Downwards trend continues, in line with rising ubiquity of smartphones
TomTom and Pioneer remain the most notable brands, thanks to their subcategory specialities
Specialist auto and audio specialists remain the main retailers

PROSPECTS AND OPPORTUNITIES

Further declines expected, due to cannibalisation from smartphones and higher-quality in-car entertainment in new cars
Declining investment, electric cars, and sustainability concerns add further compounded challenges
Category set to consolidate among the biggest names due to other players ceasing to invest

CATEGORY DATA

Home Audio and Cinema in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to a declining trend, as home audio and cinema is cannibalised by modern devices and streaming services
Leading players maintain their top places thanks to launches in trending categories, such as soundbars
Degree of premiumisation expected, while trend for “reliable and reparable” products is also seen

PROSPECTS AND OPPORTUNITIES

Normalisation expected, with an ongoing decline in line with improvements in the quality of built-in television speakers
Connected soundbars hold potential due to growing trend for connected homes
Growing use of alternative devices, such as smartphones and wireless speakers, will continue to cannibalise audio

CATEGORY DATA

Home Video in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic slowdown in sales as expected, following boosts seen during the time of the pandemic lockdowns
Further premiumisation expected, with a focus on OLED TVs
Longer replacement cycles and trend for refurbished goods pose challenges for volume sales

PROSPECTS AND OPPORTUNITIES

No further notable developments in televisions expected at this time, with sales dependent of replacement cycles
E-commerce and omnichannel offerings set to remain popular
Video players will continue to decline, as streaming continues to rise in popularity

CATEGORY DATA

Headphones in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

TWS earbuds continue to cannibalise other subcategories
AirPods maintains its lead, thanks to strong brand loyalty for Apple products
E-commerce maintains popularity as players offer omnichannel strategies

PROSPECTS AND OPPORTUNITIES

TWS earbuds set to maintain its popularity, with competition in lower-end headphones also expected
Wireless headbands will continue to lose popularity to TWS earbuds
More mass entries in TWS earbuds expected over the forecast period

CATEGORY DATA

Portable Players in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers support positive growth in generally declining category
Amazon and Google take over top places from Bose in wireless speakers
E-commerce is well suited to see growth in portable players, due to associations and logistical benefits

PROSPECTS AND OPPORTUNITIES

Smart speakers will continue to support growth in generally declining category
Multifunctional devices, such as smartphones, will continue to pose a notable threat
E-commerce set to become a leading retail channel due to myriad benefits for portable players

CATEGORY DATA

Wearable Electronics in France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Positive sales continue, supported by rising popularity of smart wearable for both health and entertainment purposes
Xiaomi goes from strength to strength to steal top overall place
E-commerce remains an important channel for wearable electronics

PROSPECTS AND OPPORTUNITIES

Ongoing positive growth expected, driven by smart wearable trends
Competitive polarisation expected between premium and lower-priced devices
E-commerce will prevail, as players embrace omnichannel models to meet all demands

CATEGORY DATA

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-france/report.