



**Euromonitor  
International**

# Consumer Electronics in Western Europe

October 2024

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Key findings

## REGIONAL OVERVIEW

Portable consumer electronics the dominant category

Western Europe third for both sales and per capita consumption among the regions

After the recent up and downs, improving performances expected in the coming years

Turkey outperforming the rest of the region in 2019-2024

In-car entertainment continues on its inexorable downward slide

TWS earbuds add the most actual new sales in consumer electronics over 2019-2024

TVs, wearable electronics and headphones driving growth in the UK in 2024

French performance improves, but sales still remain in decline in 2024

Retail e-commerce and appliances and electronics specialists dominate distribution

Omnichannel approach increasingly important for retailers

## LEADING COMPANIES AND BRANDS

Market consolidation being seen in most countries across the region

Apple threatening Samsung's top spot in Western European consumer electronics

Leading players all have a widespread regional presence in Western Europe

Leading brand Samsung using AI in both TVs and smartphones

## FORECAST PROJECTIONS

The UK, Turkey and Spain will drive consumer electronics growth over the forecast period

AI expected to become an increasing focus in the UK consumer electronics market

More strong growth expected for the Turkish consumer electronics market

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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France: Competitive and Retail Landscape

Germany: Market Context

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