

Consumer Electronics in Norway

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Abstracts

Overall retail volumes remain in a decline in consumer electronics in Norway in 2023, with home video and headphones being the only categories seeing small volume growth overall, attributed directly to individual, well-performing subcategories (e.g., wireless speakers, TWS earbuds). This suppressed overall performance is attributed to the ongoing normalisation of consumer spending patterns following the atypical period of the COVID-19 era, along with a weak economic climate resulting in a shift...

Euromonitor International's Consumer Electronics in Norway report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Weak economic climate, following the pandemic era spike in sales, results in sluggish growth

Higher retail price points support value but also create challenges for price-sensitive consumers

Peripherals in a slump due to current low demand

PROSPECTS AND OPPORTUNITIES

Volume sales expected to remain sluggish, but ongoing demand for all-essential computers will persist

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