

# Consumer Electronics in Germany

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## Abstracts

Consumer Electronics in Germany

### SUMMARY

Consumer Electronics in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones.

Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand

mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The German consumer electronics market had total revenues of \$58.2bn in 2018, representing a compound annual growth rate (CAGR) of 2.6% between 2014 and 2018.

The household appliances segment was the market's most lucrative in 2018, with total revenues of \$17.1bn, equivalent to 29.4% of the market's overall value.

Unemployment in Germany continued to experience a progressive downward trend, which combined with an improving average wage has seen consumer confidence increase.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in Germany

Leading company profiles reveal details of key consumer electronics market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany consumer electronics market with five year forecasts

## **REASONS TO BUY**

What was the size of the Germany consumer electronics market by value in 2018?

What will be the size of the Germany consumer electronics market in 2023?

What factors are affecting the strength of competition in the Germany consumer electronics market?

How has the market performed over the last five years?

What are the main segments that make up Germany's consumer electronics market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

7.1. Who are the leading players?

7.2. How are multichannel players dealing with competition from online pureplay?

## **8 COMPANY PROFILES**

8.1. MediaMarktSaturn Retail Group

8.2. Amazon.com, Inc.

8.3. notebooksbilliger.de AG

## **9 MACROECONOMIC INDICATORS**

9.1. Country data

## **10 APPENDIX**

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Germany consumer electronics market value: \$ million, 2014-18

Table 2: Germany consumer electronics market category segmentation: \$ million, 2018

Table 3: Germany consumer electronics market geography segmentation: \$ million, 2018

Table 4: Germany consumer electronics market distribution: % share, by value, 2018

Table 5: Germany consumer electronics market value forecast: \$ million, 2018-23

Table 6: MediaMarktSaturn Retail Group: key facts

Table 7: MediaMarktSaturn Retail Group: Key Employees

Table 8: Amazon.com, Inc.: key facts

Table 9: Amazon.com, Inc.: Annual Financial Ratios

Table 10: Amazon.com, Inc.: Key Employees

Table 11: notebooksbilliger.de AG: key facts

Table 12: notebooksbilliger.de AG: Key Employees

Table 13: Germany size of population (million), 2014-18

Table 14: Germany gdp (constant 2005 prices, \$ billion), 2014-18

Table 15: Germany gdp (current prices, \$ billion), 2014-18

Table 16: Germany inflation, 2014-18

Table 17: Germany consumer price index (absolute), 2014-18

Table 18: Germany exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany consumer electronics market value: \$ million, 2014-18

Figure 2: Germany consumer electronics market category segmentation: % share, by value, 2018

Figure 3: Germany consumer electronics market geography segmentation: % share, by value, 2018

Figure 4: Germany consumer electronics market distribution: % share, by value, 2018

Figure 5: Germany consumer electronics market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the consumer electronics market in Germany, 2018

Figure 7: Drivers of buyer power in the consumer electronics market in Germany, 2018

Figure 8: Drivers of supplier power in the consumer electronics market in Germany, 2018

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics market in Germany, 2018

Figure 10: Factors influencing the threat of substitutes in the consumer electronics market in Germany, 2018

Figure 11: Drivers of degree of rivalry in the consumer electronics market in Germany, 2018

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